



Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, Illinois 60173-4968

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FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended December 31, 1988

Magazines,

Business Publications,

Farm Publications

and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

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Source: Audit Bureau of Circulations,
FAS-FAX Report - December 31, 1988.



Audit Bureau
of Circulations



Magazines
United States & Canada

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 Audit Bureau
of Circulations

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
<u>U.S.</u>											
ADVENTURE ROAD	3	.50	1,484,143		1,484,143	1,523,806		1,523,806	-2.6		-2.6
AIR & SPACE/SMITHSONIAN	3	3.50	293,175	17,958	311,133	291,159	8,875	300,034	+0.7	+102.3	+3.7
AIR FORCE TIMES	26	1.75	79,965	12,011	91,976	80,339	9,211	89,550	-0.5	+30.4	+2.7
THE AOPA PILOT	6	2.00	275,332		275,332	257,651		257,651	+6.9		+6.9
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.95	198,533	25,896	224,429	204,127	28,991	233,118	-2.7	-10.7	-3.7
ALFRED HITCHCOCK & ELLERY QUEEN MYSTERY MAGAZINES	7	2.00	425,362	40,084	465,446	386,361	43,544	429,905	+10.1	-7.9	+8.3
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.95	49,337	8,667	58,004	48,092	11,204	59,296	+2.6	-22.6	-2.2
AMERICAN ARTIST	6	2.25	139,914	20,158	160,072	149,683	20,877	170,560	-6.5	-3.4	-6.1
AMERICAN DEMOGRAPHICS	6	5.00	28,967	935	29,902	25,020		25,020	+15.8		+19.5
AMERICAN FILM	5	2.50	94,750	12,975	107,725	116,876	13,154	130,030	-18.9	-1.4	-17.2
AMERICAN HANDGUNNER	3	2.95	88,934	56,074	145,008	84,833	47,338	132,171	+4.8	+18.5	+9.7
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	1.95	908,562	73,064	981,626	852,954	63,918	916,872	+6.5	+14.3	+7.1
AMERICAN HERITAGE	4	4.50	246,533	8,009	254,542	217,121	8,451	225,572	+13.5	-5.2	+12.8
THE AMERICAN HUNTER	6	2.00	1,359,307		1,359,307	1,327,471		1,327,471	+2.4		+2.4
THE AMERICAN LAWYER	5	15.00	18,114	125	18,239	18,137	114	18,251	-0.1	+9.6	-0.1
THE AMERICAN LEGION MAGAZINE	6	2.00	2,824,260		2,824,260	2,747,186		2,747,186	+2.8		+2.8
AMERICAN MOTORCYCLIST	6	1.25	128,968		128,968	121,880		121,880	+5.8		+5.8
AMERICAN PHOTOGRAPHER	6	2.50	220,657	23,417	244,074	215,337	35,283	250,620	+2.5	-33.6	-2.6
THE AMERICAN RIFLEMAN	6	2.00	1,358,967		1,358,967	1,361,341		1,361,341	-0.2		-0.2
AMERICAN SCIENTIST	3	4.75	118,204	894	119,098	122,988	1,194	124,182	-3.9	-25.1	-4.1
THE AMERICAN SPECTATOR	6	2.50	32,933	1,853	34,786	31,206	1,734	32,940	+5.5	+6.9	+5.6
AMERICANA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL PAID		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	COPIES	PAID
AMIGA WORLD	6	3.95	40,121	52,184	92,305	34,858	52,824	87,682	+15.1	-1.2	+5.3
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES	7	2.00	150,013	27,661	177,674	144,986	28,323	173,309	+3.5	-2.3	+2.5
ARCHAEOLOGY MAGAZINE	3	3.95	108,077	12,021	120,098	97,397	7,749	105,146	+11.0	+55.1	+14.2
ARCHIE COMIC GROUP				1,330,078	1,330,078		2,457,517	2,457,517		-45.9	-45.9
ARCHITECTURAL DIGEST	12	4.50	537,792	118,991	656,783	561,236	105,720	666,956	-4.2	+12.6	-1.5
AREA MAGAZINE	6	2.50	238,874		238,874	231,806		231,806	+3.0		+3.0
ARKANSAS TIMES MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ARMY TIMES	26	1.75	110,776	20,587	131,363	113,945	13,919	127,864	-2.8	+47.9	+2.7
ARMY TIMES, AIR FORCE TIMES, NAVY TIMES COMBINED STATEMENT	26	1.75	270,001	42,815	312,816	271,573	31,212	302,785	-0.6	+37.2	+3.3
ART & ANTIQUES	4	4.75	105,063	5,074	110,137	108,878	5,908	114,786	-3.5	-14.1	-4.1
ART IN AMERICA	6	4.75	55,632	12,656	68,288	49,409	10,614	60,023	+12.6	+19.2	+13.8
THE ARTIST'S MAGAZINE	6	2.25	186,991	25,825	212,816	177,119	23,722	200,841	+5.6	+8.9	+6.0
ARTNEWS	5	4.50	64,763	12,627	77,390	63,595	11,392	74,987	+1.8	+10.8	+3.2
ASTRONOMY	6	2.50	121,090	48,114	169,204	116,878	46,309	163,187	+3.6	+3.9	+3.7
ATLANTA MAGAZINE	6	1.95	54,083	8,396	62,479	51,802	7,385	59,187	+4.4	+13.7	+5.6
THE ATLANTIC	6	2.50	425,444	48,583	474,027	426,816	47,100	473,916	-0.3	+3.1	+0.0
AUDIO	6	2.50	104,432	35,783	140,215	105,552	44,233	149,785	-1.1	-19.1	-6.4
AUDUBON	3	3.00	428,156	8,040	436,196	429,637	6,799	436,636	-0.4	+18.3	-0.1
AUTOMOBILE	6	2.75	205,293	100,359	305,652	154,990	103,041	258,031	+32.5	-2.6	+18.5
AUTOWEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BACKPACKER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BALTIMORE MAGAZINE	6	1.95	47,719	7,507	55,226	46,510	7,392	53,902	+2.6	+1.6	+2.5
BARSON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	2.00	132,113	109,971	242,084	150,744	138,333	289,077	-12.4	-20.5	-16.3
BASEBALL DIGEST	6	1.95	301,901	18,810	320,711	265,820	21,689	287,509	+13.6	-13.3	+11.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
BASSIN'	3	1.95	199,541	28,967	228,508	234,240	25,225	259,465	-14.8	+14.8	-11.9
BASSMASTER MAGAZINE	4	2.95	497,925	7,970	505,895	518,467	12,290	530,757	-4.0	-35.2	-4.7
BEAUTY DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BETTER HOMES AND GARDENS	6	1.50	7,496,750	646,333	8,143,083	7,392,159	620,500	8,012,659	+1.4	+4.2	+1.6
BMX PLUS!	6	2.75	30,479	47,355	77,834	32,059	74,054	106,113	-4.9	-36.1	-26.6
BICYCLING	5	2.50	216,605	95,767	312,372	181,897	94,537	276,434	+19.1	+1.3	+13.0
BILL MAZEROSKI'S BASEBALL (1988 EDITION)	1	4.50		201,250	201,250		207,864	207,864@		-3.2	-3.2
BIRD TALK	6	2.50	124,478	28,859	153,337	99,377	23,757	123,134	+25.3	+21.5	+24.5
BLACK ENTERPRISE	6	1.95	218,352	13,966	232,318	223,554	13,266	236,820	-2.3	+5.3	-1.9
THE BLOOD-HORSE	27	2.25	20,300	806	21,106	20,754	1,125	21,879	-2.2	-28.4	-3.5
BOATING	6	2.95	148,963	49,750	198,713	143,727	48,700	192,427	+3.6	+2.2	+3.3
BON APPETIT	6	2.50	1,242,753	101,297	1,344,050	1,221,194	102,740	1,323,934	+1.8	-1.4	+1.5
BOP	6	2.25	24,362	173,371	197,733	18,029	181,365	199,394	+35.1	-4.4	-0.8
BOSTON MAGAZINE	6	2.50	101,766	28,974	130,740	99,241	30,220	129,461	+2.5	-4.1	+1.0
BOWLING DIGEST	3	2.50	105,366	5,060	110,426	81,006	6,090	87,096	+30.1	-16.9	+26.8
BOYS' LIFE	6	1.50	1,392,535		1,392,535	1,344,521		1,344,521	+3.6		+3.6
BRIDES	3	4.00	40,279	346,973	387,252	47,412	323,607	371,019	-15.0	+7.2	+4.4
BUENHOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BUSINESS FORMS & SYSTEMS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BUSINESS WEEK (INTERNATIONAL)	26	1.75	81,505	14,746	96,251	82,946	13,902	96,848	-1.7	+6.1	-0.6
BUSINESS WEEK (NORTH AMERICA)	26	2.00	841,099	38,235	879,334	816,968	40,990	857,958	+3.0	-6.7	+2.5
BUSINESS WEEK (WORLD WIDE)	26		922,604	52,981	975,585	899,914	54,892	954,806	+2.5	-3.5	+2.2
BUTTERICK HOME CATALOG	2	2.00	204,666	68,511	273,177	112,318	95,804	208,122	+82.2	-28.5	+31.3
BYTE MAGAZINE	6	3.50	309,758	125,594	435,352	290,558	127,453	418,011	+6.6	-1.5	+4.1
CALIFORNIA CITY GROUP	6		366,299	65,074	431,373	372,197	63,762	435,959	-1.6	+2.1	-1.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES		12/31/88 TOTAL PAID	AVERAGES		12/31/87 TOTAL PAID	% OF INCREASE OR DECREASE		
			FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES		FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES		INCREASE SUB- SCRIP- TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
CALIFORNIA JOURNAL	6	3.50	16,684	1,294	17,978	16,517	848	17,365	+1.0	+52.6	+3.5
CALIFORNIA MAGAZINE	6	2.00	348,451	14,522	362,973	345,857	15,087	360,944	+0.8	-3.7	+0.6
CAPITAL REGION	6	1.75	33,900	1,248	35,148						
CAPPER'S	13	.75	393,391		393,391	377,673		377,673	+4.2		+4.2
CAR AND DRIVER	6	2.75	714,515	220,800	935,315	696,042	222,466	918,508	+2.7	-0.7	+1.8
CAR CRAFT	6	2.25	243,214	173,017	416,231	218,877	189,206	408,083	+11.1	-8.6	+2.0
CAROLINA COUNTRY	6		347,033		347,033	333,560		333,560	+4.0		+4.0
CARS & PARTS	6	2.50	71,069	32,801	103,870	72,318	33,793	106,111	-1.7	-2.9	-2.1
CAT FANCY	6	2.25	234,502	33,683	268,185	207,898	29,630	237,528	+12.8	+13.7	+12.9
CATHOLIC DIGEST	6	1.50	547,932	44,957	592,889	555,127	44,959	600,086	-1.3	+0.0	-1.2
CATS MAGAZINE	6	2.50	144,893	4,421	149,314	135,204	2,839	138,043	+7.2	+55.7	+8.2
CHANGING TIMES, THE KIPPLINGER MAGAZINE	6	2.50	1,006,904	33,773	1,040,677	1,337,199	35,668	1,372,867	-24.7	-5.3	-24.2
CHERI	6	4.25		183,513	183,513		210,552	210,552		-12.8	-12.8
CHICAGO	6	1.95	178,100	26,128	204,228	178,055	26,007	204,062	+0.0	+0.5	+0.1
THE CHRONICLE OF HIGHER EDUCATION	22	2.00	82,328		82,328	79,053		79,053	+4.1		+4.1
THE CHRONICLE OF THE HORSE	27	1.25	22,212	335	22,547	21,342	314	21,656	+4.1	+6.7	+4.1
CIRCUS MAGAZINE	6	2.95	37,061	228,267	265,328	27,202	236,548	263,750	+36.2	-3.5	+0.6
CLEVELAND MAGAZINE	6	1.95	32,071	8,389	40,460	33,115	7,456	40,571	-3.2	+12.5	-0.3
CLUB	7	4.50	4,135	396,057	400,192	3,985	359,570	363,555	+3.8	+10.1	+10.1
CLUB INTERNATIONAL	6	4.25	722	149,371	150,093	807	125,403	126,210	-10.5	+19.1	+18.9
COLONIAL HOMES	3	3.00	412,396	214,900	627,296	421,860	200,067	621,927	-2.2	+7.4	+0.9
COLORADO HOMES & LIFESTYLES	3	2.50	9,718	5,722	15,440	9,560	6,960	16,520	+1.7	-17.8	-6.5
COLUMBIA JOURNALISM REVIEW	3	3.00	26,360	2,410	28,770						
COLUMBUS MONTHLY	6	1.75	30,190	4,619	34,809	29,878	4,453	34,331	+1.0	+3.7	+1.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	INCREASE SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
COMMERCE MAGAZINE	6	3.00	7,922	72	7,994	7,753	92	7,845	+2.2	-21.7	+1.9
COMPUTE!	6	2.95	230,951	40,144	271,095	198,143	62,091	260,234	+16.6	-35.3	+4.2
COMPUTE!'S GAZETTE	6	2.95	178,471	50,781	229,252	148,185	77,275	225,460	+20.4	-34.3	+1.7
COMPUTER LANGUAGE	6	3.50	41,119	12,775	53,894	36,879	14,783	51,662	+11.5	-13.6	+4.3
COMPUTER SHOPPER	6	2.95	107,281	141,859	249,140	99,524	119,511	219,035	+7.8	+18.7	+13.7
THE CONDE NAST LTD.	6		3,102,472	1,583,028	4,685,500	3,232,761	1,611,618	4,844,379	-4.0	-1.8	-3.3
THE CONDE NAST PACKAGE OF WOMEN			2,123,734	4,169,051	6,292,785	2,034,408	4,313,567	6,347,975	+4.4	-3.4	-0.9
CONDE NAST TRAVELER	6	2.50	720,339	33,042	753,381	824,717	28,773	853,490	-12.7	+14.8	-11.7
CONNECTICUT MAGAZINE	6	2.50	82,879	6,148	89,027	84,857	6,154	91,011	-2.3	-0.1	-2.2
CONNOISSEUR	6	3.00	314,943	19,199	334,142	297,515	19,467	316,982	+5.9	-1.4	+5.4
CONSUMERS DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COOK'S	5	3.00	172,113	53,531	225,644	152,807	48,536	201,343	+12.6	+10.3	+12.1
COOKING LIGHT	3	2.25	503,044	81,544	584,588	479,231	76,838	556,069	+5.0	+6.1	+5.1
COSMOPOLITAN	6	2.50	417,873	2,342,137	2,760,010	356,898	2,571,753	2,928,651	+17.1	-8.9	-5.8
COSMOPOLITAN EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY HOME	3	2.95	675,178	297,000	972,178	615,101	269,333	884,434	+9.8	+10.3	+9.9
COUNTRY JOURNAL	6	1.95	306,452	18,713	325,165	340,223	26,394	366,617	-9.9	-29.1	-11.3
COUNTRY LIVING	6	1.95	1,144,051	689,765	1,833,816	1,092,881	609,150	1,702,031	+4.7	+13.2	+7.7
COUNTRY LIVING (OHIO)	6		207,974		207,974	204,361		204,361	+1.8		+1.8
COUNTRY MUSIC	3	2.50	430,480	9,129	439,609	396,602	6,329	402,931	+8.5	+44.2	+9.1
CRAFTS	6	1.95	253,318	147,278	400,596	272,552	158,915	431,467	-7.1	-7.3	-7.2
CRAFTS 'N THINGS	4	1.95	224,315	85,713	310,028	230,993	67,985	298,978	-2.9	+26.1	+3.7
CREATIVE IDEAS FOR LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CRUISE TRAVEL	3	2.50	145,654	7,767	153,421	140,310	7,243	147,553	+3.8	+7.2	+4.0
CRUISING WORLD	6	2.50	101,888	29,219	131,107	96,639	30,434	127,073	+5.4	-4.0	+3.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
CYCLE	6	2.00	255,434	75,832	331,266	265,988	84,067	350,055	-4.0	-9.8	-5.4
CYCLE WORLD	6	2.00	200,485	70,950	271,435	193,501	77,117	270,618	+3.6	-8.0	+0.3
CYCLIST	5	2.50	65,583	38,912	104,495	37,696	43,979	81,675	+74.0	-11.5	+27.9
D MAGAZINE (DALLAS/FT. WORTH)	6	2.50	95,186	11,776	106,962	79,256	13,925	93,181	+20.1	-15.4	+14.8
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	3.95	35,364	9,078	44,442	34,480	9,140	43,620	+2.6	-0.7	+1.9
DAYTIME TV	6	2.00		115,757	115,757		157,235	157,235		-26.4	-26.4
DAYTIME TV PRESENTS	3	2.50		90,868	90,868		105,919	105,919		-14.2	-14.2
DECORATING REMODELING	6	1.95	212,915	354,424	567,339	108,805	435,198	544,003	+95.7	-18.6	+4.3
DELAWARE TODAY	6	2.50	20,272	3,289	23,561	16,791	4,304	21,095	+20.7	-23.6	+11.7
DELL PUZZLE MAGAZINE GROUP			143,231	1,979,168	2,122,399						
DENVER MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DETROIT MONTHLY	6	1.95	90,820	7,713	98,533	71,507	7,404	78,911	+27.0	+4.2	+24.9
DICK VITALE'S BASKETBALL (1988 EDITION)	1	4.50		203,069	203,069		215,051	215,051		-5.6	-5.6
DIGITAL AUDIO'S CD REVIEW	6	2.95	54,747	32,439	87,186	51,778	35,513	87,291	+5.7	-8.7	-0.1
DIRT BIKE	6	2.50	38,016	89,525	127,541	39,927	90,337	130,264	-4.8	-0.9	-2.1
DIRT RIDER	6	2.00	103,756	53,669	157,425	94,265	58,250	152,515	+10.1	-7.9	+3.2
DIRT WHEELS	6	2.50	24,380	52,224	76,604	30,728	57,904	88,632	-20.7	-9.8	-13.6
DISCOVER	6	2.50	855,034	175,194	1,030,228	912,091	181,868	1,093,959	-6.3	-3.7	-5.8
DISCOVERY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	46,845	20,260	67,105	40,577	15,673	56,250	+15.4	+29.3	+19.3
DOG FANCY	6	2.25	136,094	21,977	158,071	115,299	20,021	135,320	+18.0	+9.8	+16.8
DOG WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DON HEINRICH'S PRO PREVIEW (1988 EDITION)	1	4.50		223,856	223,856		232,418	232,418		-3.7	-3.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SINGLE TOTAL SCRIP- COPY SALES		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
DUNE BUGGIES AND HOT VWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EARLY AMERICAN LIFE	3	2.95	259,409	41,036	300,445	277,335	48,753	326,088	-6.5	-15.8	-7.9
EASVRIDERS	6	2.95	101,899	234,750	336,649	72,437	223,338	295,775	+40.7	+5.1	+13.8
EBONY			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE								
THE ECONOMIST (NORTH AMERICAN EDITION)	26	3.00	132,416	12,027	144,443	121,721	10,978	132,699	+8.8	+9.6	+8.9
EDUCATION WEEK	16	2.00	47,270		47,270	42,355		42,355	+11.6		+11.6
80 MICRO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE ELKS MAGAZINE	5	.50	1,526,010		1,526,010	1,548,332		1,548,332	-1.4		-1.4
ELLE	6	2.75	300,177	526,700	826,877	310,454	540,698	851,152	-3.3	-2.6	-2.9
ENDLESS VACATION	3	4.00	635,629	3,261	638,890	565,949	5,996	571,945	+12.3	-45.6	+11.7
ENTREPRENEUR MAGAZINE	6	2.95	181,700	88,609	270,309	126,567	67,337	193,904	+43.6	+31.6	+39.4
EQUUS	6	2.50	103,907	7,720	111,627	98,460	9,929	108,389	+5.5	-22.2	+3.0
ESQUIRE	6	2.50	634,537	119,193	753,730	587,723	117,555	705,278	+8.0	+1.4	+6.9
ESSENCE	6	1.50	617,884	232,123	850,007	615,824	186,487	802,311	+0.3	+24.5	+5.9
EUROPE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EUROPEAN TRAVEL & LIFE	5	2.50	241,916	46,426	288,342	177,860	43,825	221,685	+36.0	+5.9	+30.1
FAMILY CIRCLE	8	1.09	1,545,872	4,376,658	5,922,530	1,146,591	4,626,893	5,773,484	+34.8	-5.4	+2.6
THE FAMILY HANDYMAN	4	1.95	1,211,100	49,273	1,260,373	1,162,034	45,720	1,207,754	+4.2	+7.8	+4.4
FEDERAL TIMES	26	1.25	29,903	1,258	31,161	29,712	1,265	30,977	+0.6	-0.6	+0.6
FIELD & STREAM	6	1.95	1,931,929	100,091	2,032,020	1,897,948	106,517	2,004,465	+1.8	-6.0	+1.4
FINANCIAL WORLD	13	3.00	299,528	3,788	303,316	231,902	4,997	236,899	+29.2	-24.2	+28.0
FINE HOMEBUILDING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINE TUNING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINS AND FEATHERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FIREHOUSE	6	2.75	107,776		107,776	110,623		110,623	-2.6		-2.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
FISHING AND HUNTING NEWS	25	1.25	128,443	8,007	136,450	128,758	9,007	137,765	-0.2	-11.1	-1.0
FISHING FACTS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FISHING WORLD	3	1.50	298,102	9,733	307,835	337,084	8,130	345,214	-11.6	+19.7	-10.8
FLORIDA HOME & GARDEN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA SPORTSMAN	6	1.95	68,151	32,052	100,203	66,619	33,506	100,125	+2.3	-4.3	+0.1
FLOWER & GARDEN MAGAZINE	3	2.00	581,112	11,333	592,445	623,223	11,288	634,511	-6.8	+0.4	-6.6
FLY FISHERMAN	3	3.50	112,001	33,292	145,293	113,195	30,952	144,147	-1.1	+7.6	+0.8
FLYING	6	2.50	251,962	68,817	320,779	261,092	69,717	330,809	-3.5	-1.3	-3.0
FLYING MODELS	6	2.50	10,590	14,862	25,452	10,373	13,062	23,435@	+2.1	+13.8	+8.6
FOOD & WINE	6	2.50	755,507	42,859	798,366	698,883	35,051	733,934	+8.1	+22.3	+8.8
FOOTBALL DIGEST	5	1.95	187,562	10,190	197,752	166,804	12,243	179,047	+12.4	-16.8	+10.4
FORBES	14	3.75	703,188	38,543	741,731	696,001	44,306	740,307	+1.0	-13.0	+0.2
FOREIGN AFFAIRS	2	6.95	86,997	12,538	99,535	82,337	12,258	94,595	+5.7	+2.3	+5.2
FORTUNE (INTERNATIONAL)	14		101,051	10,280	111,331	99,972	9,313	109,285	+1.1	+10.4	+1.9
FORTUNE (NORTH AMERICA)	14	3.50	616,561	42,055	658,616	616,949	39,338	656,287	-0.1	+6.9	+0.4
FORTUNE (WORLDWIDE)	14		717,611	52,336	769,947	716,920	48,652	765,572	+0.1	+7.6	+0.6
FOUR WHEELER	6	2.50	178,333	138,608	316,941	151,851	125,861	277,712	+17.4	+10.1	+14.1
FREQUENT FLYER MAGAZINE- PART II OF THE POCKET FLIGHT GUIDES	6		350,323		350,323	343,922		343,922	+1.9		+1.9
FULL CRY	6	1.50	32,828	178	33,006	33,748	207	33,955	-2.7	-14.0	-2.8
FUR-FISH-GAME	6	1.50	117,043	31,683	148,726						
GALLERY MAGAZINE	6	3.95	31,056	347,622	378,678	32,168	368,661	400,829	-3.5	-5.7	-5.5
GAME & FISH MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GAMES	3	2.00	632,374	83,897	716,271	548,993	82,649	631,642	+15.2	+1.5	+13.4
'GBH/THE MEMBERS' MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
GENTLEMEN'S QUARTERLY	6	3.00	296,809	373,114	669,923	305,709	381,133	686,842	-2.9	-2.1	-2.5
GEOMUNDO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
GLAMOUR	6	1.95	723,527	1,466,500	2,190,027	684,271	1,626,699	2,310,970	+5.7	-9.8	-5.2
GLOBE	26	.75	53,425	1,472,320	1,525,745	60,176	1,542,547	1,602,723	-11.2	-4.6	-4.8
GOLF DIGEST	6	2.50	1,187,176	127,258	1,314,434	1,117,728	121,372	1,239,100	+6.2	+4.8	+6.1
GOLF ILLUSTRATED	5	1.95	341,887	30,199	372,086	234,059	31,590	265,649	+46.1	-4.4	+40.1
GOLF MAGAZINE	6	2.50	833,038	104,194	937,232	808,127	104,030	912,157	+3.1	+0.2	+2.7
GOLF WORLD MAGAZINE	17	1.00	113,212		113,212	104,438		104,438	+8.4		+8.4
GOOD FOOD	6	1.00	394,891	279,601	674,492	459,071	326,163	785,234	-14.0	-14.3	-14.1
GOOD HOUSEKEEPING	6	1.95	3,603,201	1,613,946	5,217,147	3,521,736	1,680,790	5,202,526	+2.3	-4.0	+0.3
GOURMET	6	2.50	698,354	107,950	806,304	719,576	119,666	839,242	-2.9	-9.8	-3.9
GREAT LAKES FISHERMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
GRIT	26	.75	480,814	39,205	520,019	493,659	59,344	553,003	-2.6	-33.9	-6.0
GUIDEPOSTS	6	.95	4,258,806		4,258,806	4,290,882		4,290,882	-0.7		-0.7
GUITAR FOR THE PRACTICING MUSICIAN	6	2.95	49,104	103,479	152,583	42,153	88,985	131,138	+16.5	+16.3	+16.4
GUN DOG	3	3.50	56,548	258	56,806	59,845	999	60,844	-5.5	-74.2	-6.6
GUNS & AMMO	6	2.50	418,884	163,278	582,162	376,687	153,856	530,543	+11.2	+6.1	+9.7
GUNS MAGAZINE	6	2.25	105,065	45,632	150,697	71,275	29,876	101,151	+47.4	+52.7	+49.0
HADASSAH MAGAZINE	5	2.50	264,372		264,372	271,929		271,929	-2.8		-2.8
HARPER'S BAZAAR	6	2.50	384,441	368,821	753,262	352,910	407,859	760,769	+8.9	-9.6	-1.0
HARPER'S BAZAAR EN ESPANOL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
HARPER'S MAGAZINE	6	2.00	152,721	34,379	187,100	152,473	33,619	186,092	+0.2	+2.3	+0.5
HARROWSMITH-(U.S. EDITION)	3	2.95	198,977	14,055	213,032	189,752	12,403	202,155	+4.9	+13.3	+5.4
HARVARD BUSINESS REVIEW	3	8.50	197,400	6,706	204,106	209,982	5,445	215,427	-6.0	+23.2	-5.3
HEALTH	6	2.25	1,019,036	7,128	1,026,164	1,015,351	10,000	1,025,351	+0.4	-28.7	+0.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- OR SINGLE SCRIP- COPY TIONS SALES TOTAL PAID		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
THE HEARST GOLD BUY			2,834,146	1,087,419	3,921,565	2,685,986	1,111,634	3,797,620	+5.5	-2.2	+3.3
HEARST HOME BUY			2,196,983	1,154,874	3,351,857	2,112,325	1,049,772	3,162,097	+4.0	+10.0	+6.0
HEARST MAN POWER	6		2,478,685	466,315	2,945,000	2,389,848	460,160	2,850,008	+3.7	+1.3	+3.3
HEARST WOMAN POWER	6		8,692,035	5,822,689	14,514,724	8,532,867	6,149,849	14,682,716	+1.9	-5.3	-1.1
HIGH FIDELITY	6	2.50	307,074	20,174	327,248	260,626	20,558	281,184	+17.8	-1.9	+16.4
HIGH SOCIETY	6	4.25		230,147	230,147		256,342	256,342		-10.2	-10.2
HIGH TECHNOLOGY BUSINESS	6	5.00	127,459	5,192	132,651	169,789	13,471	183,260	-24.9	-61.5	-27.6
HIPPOCRATES, THE MAGAZINE OF HEALTH & MEDICINE	3	3.00	313,383	19,805	333,188	273,505	8,988	282,493	+14.6	+120.3	+17.9
HISTORIC PRESERVATION	3	2.50	193,081	1,965	195,046	174,679	2,213	176,892	+10.5	-11.2	+10.3
HIT PARADER	6	2.50		161,660	161,660		157,970	157,970		+2.3	+2.3
HOMBRE DE MUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME & AWAY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME MAGAZINE	6	1.95	793,943	129,550	923,493	762,622	146,813	909,435	+4.1	-11.8	+1.5
HOME MECHANIX	6	1.75	1,161,380	68,347	1,229,727	1,126,527	75,317	1,201,844	+3.1	-9.3	+2.3
HOME OFFICE COMPUTING	6	2.95	398,634	35,931	434,565	384,739	52,266	437,005	+3.6	-31.3	-0.6
HOMEOWNER	5	1.95	703,499	20,518	724,017	685,087	20,647	705,734	+2.7	-0.6	+2.6
HONOLULU	6	2.00	31,719	3,037	34,756	30,852	4,513	35,365	+2.8	-32.7	-1.7
HORSE & RIDER	6	2.25	65,177	17,716	82,893	69,225	16,271	85,496	-5.8	+8.9	-3.0
HORSE ILLUSTRATED	6	2.25	81,510	20,457	101,967	61,143	19,580	80,723	+33.3	+4.5	+26.3
HORSEMAN	6	2.00	132,409	6,067	138,476	131,849	13,348	145,197	+0.4	-54.5	-4.6
HORSEPLAY	6	2.95	34,658	2,847	37,505	37,604	3,048	40,652	-7.8	-6.6	-7.7
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING	6	2.50	206,657	15,924	222,581	184,437	11,084	195,521	+12.0	+43.7	+13.8
HOT ROD	6	2.50	622,930	261,739	884,669	589,071	269,165	858,236	+5.7	-2.8	+3.1
HOUNDS & HUNTING	6	1.75	9,437	6	9,443	9,690	7	9,697	-2.6	-14.3	-2.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
HOUSE & GARDEN	6	4.00	519,359	81,753	601,112	530,478	92,771	623,249	-2.1	-11.9	-3.6
HOUSE BEAUTIFUL	6	1.95	640,536	250,209	890,745	597,584	240,555	838,139	+7.2	+4.0	+6.3
HOUSTON METROPOLITAN MAGAZINE	6	1.95	81,250	6,147	87,397	83,547	7,070	90,617	-2.7	-13.1	-3.6
HUDSON VALLEY	6	1.95	19,406	2,857	22,263	17,784	4,164	21,948	+9.1	-31.4	+1.4
IDEAS PARA SU HOGAR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
ILLINOIS RURAL ELECTRIC NEWS	6	.25	134,844		134,844	140,129		140,129	-3.8		-3.8
IN FASHION	5	1.95	42,406	187,631	230,037	27,393	200,775	228,168	+54.8	-6.5	+0.8
IN FISHERMAN	3	2.95	152,572	94,536	247,108	129,376	96,040	225,416	+17.9	-1.6	+9.6
INCIDER	6	2.95	91,754	25,327	117,081	94,168	28,263	122,431	-2.6	-10.4	-4.4
INC.	6	3.00	596,846	42,703	639,549	595,777	38,526	634,303	+0.2	+10.8	+0.8
INDIANAPOLIS MONTHLY	6	1.95	36,670	6,816	43,486	35,394	6,709	42,103	+3.6	+1.6	+3.3
INSIDE SPORTS	6	2.50	356,761	188,534	545,295	284,949	188,331	473,280	+25.2	+0.1	+15.2
INSTRUCTOR MAGAZINE	4	2.50	276,653	98	276,751	259,857	39	259,896	+6.5	+151.3	+6.5
INTERNATIONAL COMBAT ARMS	3	2.95	32,909	94,395	127,304	31,695	105,661	137,356	+3.8	-10.7	-7.3
INTERVIEW MAGAZINE	6	2.50	85,518	66,142	151,660	90,668	69,763	160,431	-5.7	-5.2	-5.5
IRELAND OF THE WELCOMES	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE										
ISLANDS	3	3.95	118,625	27,304	145,929	102,455	23,373	125,828	+15.8	+16.8	+16.0
JET	PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE										
JUNIOR LEAGUE REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
JUNIOR SCHOLASTIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
KID CITY MAGAZINE	5		281,101		281,101	249,493		249,493	+12.7		+12.7
THE KIWANIS MAGAZINE	5	.75	282,126		282,126	279,249		279,249	+1.0		+1.0
LADIES' HOME JOURNAL	6	1.50	4,074,562	1,012,152	5,086,714	4,086,417	1,038,635	5,125,052	-0.3	-2.5	-0.7
LADY'S CIRCLE	4	1.75	11,549	47,663	59,212	9,480	55,928	65,408	+21.8	-14.8	-9.5
LAKELAND BOATING	5	2.50	31,737	5,915	37,652	29,468	5,610	35,078	+7.7	+5.4	+7.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
LAS VEGAN CITY MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LEARNING 88	4	2.50	298,547		298,547	250,727		250,727	+19.1		+19.1
LIFE	7	2.50	1,193,618	556,318	1,749,936	1,038,548	606,864	1,645,412	+14.9	-8.3	+6.4
LOS ANGELES MAGAZINE	6	2.50	127,533	46,773	174,306	126,136	45,621	171,757	+1.1	+2.5	+1.5
LOTTERY PLAYERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISIANA LIFE			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE								
LOUISVILLE MAGAZINE	6	1.95	25,757	1,311	27,068	24,447	1,634	26,081	+5.4	-19.8	+3.8
M, THE CIVILIZED MAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MCCALL'S	6	1.69	4,379,331	763,132	5,142,463	4,590,558	763,037	5,353,595	-4.6	+0.0	-3.9
MCCALL'S NEEDLEWORK & CRAFTS	4	2.95	451,098	72,471	523,569	477,481	94,603	572,084	-5.5	-23.4	-8.5
MACFADDEN WOMEN'S GROUP	6	1.50	1,140,686	819,328	1,960,014	1,201,959	861,162	2,063,121	-5.1	-4.9	-5.0
MADEMOISELLE	6	1.95	351,680	931,562	1,283,242	337,969	946,250	1,284,219	+4.1	-1.6	-0.1
THE MAGAZINE ANTIQUES	6	5.00	56,981	5,563	62,544	54,223	5,098	59,321	+5.1	+9.1	+5.4
MANHATTAN, INC.			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MARVEL COMICS GROUP			222,800	7,184,750	7,407,550	218,813	6,466,643	6,685,456@	+1.8	+11.1	+10.8
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MEMPHIS MAGAZINE	6	1.95	20,361	3,956	24,317	19,090	4,697	23,787	+6.7	-15.8	+2.2
MEN'S FITNESS	6	2.95	40,042	143,037	183,079	25,542	105,442	130,984	+56.8	+35.7	+39.8
METROPOLITAN HOME	6	2.50	623,529	80,665	704,194	630,616	84,956	715,572	-1.1	-5.1	-1.6
MICHIGAN COUNTRY LINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MICHIGAN LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MICRO CORNUCOPIA	3	3.95	10,222	11,778	22,000	9,082	8,909	17,991	+12.6	+32.2	+22.3
MID-ATLANTIC COUNTRY	6	1.95	115,803	4,791	120,594	110,248	5,485	115,733	+5.0	-12.7	+4.2
MIDWEST OUTDOORS	6	.99	18,828	18,293	37,121	18,736	18,705	37,441	+0.5	-2.2	-0.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
MILWAUKEE MAGAZINE	6	1.95	33,098	7,321	40,419	37,505	7,264	44,769	-11.8	+0.8	-9.7
MPLS. ST. PAUL MAGAZINE	6	1.95	33,959	12,147	46,106	36,304	13,606	49,910	-6.5	-10.7	-7.6
MINNESOTA MONTHLY	6	1.95	57,380	752	58,132	52,918	1,027	53,945	+8.4	-26.8	+7.8
MODEL RAILROADER	6	2.95	123,673	66,001	189,674	115,984	65,699	181,683	+6.6	+0.5	+4.4
MODERN BRIDE	3	4.00	30,238	320,293	350,531	37,316	287,133	324,449	-19.0	+11.5	+8.0
MODERN MATURITY	3		19,301,820		19,301,820	16,734,801		16,734,801	+15.3		+15.3
MODERN PHOTOGRAPHY	6	2.50	618,032	71,026	689,058	584,086	80,792	664,878	+5.8	-12.1	+3.6
MONEY	7	2.95	1,534,156	287,469	1,821,625	1,509,065	312,592	1,821,657	+1.7	-8.0	+0.0
MONEY MAKER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MOTHER EARTH NEWS	3	3.00	624,208	118,566	742,774	595,694	123,230	718,924	+4.8	-3.8	+3.3
MOTHER JONES	5	2.50	166,268	15,021	181,289	160,690	16,130	176,820	+3.5	-6.9	+2.5
MOTOCROSS ACTION MAGAZINE	6	2.50	22,092	65,003	87,095	23,827	67,022	90,849	-7.3	-3.0	-4.1
MOTOR BOATING & SAILING	6	2.50	108,639	29,883	138,522	104,895	33,218	138,113	+3.6	-10.0	+0.3
MOTOR TREND	6	2.75	563,792	221,127	784,919	564,220	191,670	755,890	-0.1	+15.4	+3.8
MOTORCYCLIST	6	2.25	133,031	80,604	213,635	116,236	88,610	204,846	+14.4	-9.0	+4.3
MOTORHOME	6	2.50	127,042	13,515	140,557	121,484	13,441	134,925	+4.6	+0.6	+4.2
MOTORLAND	3	.50	1,812,240		1,812,240	1,754,724		1,754,724	+3.3		+3.3
MS.	6	2.25	504,785	43,923	548,708	441,310	43,499	484,809	+14.4	+1.0	+13.2
MUSCLE & FITNESS	6	3.95	120,696	482,375	603,071	110,658	467,492	578,150	+9.1	+3.2	+4.3
MUSICIAN	6	2.75	43,489	61,609	105,098	44,737	55,968	100,705	-2.8	+10.1	+4.4
NATION'S BUSINESS	6	2.50	852,768	2,656	855,424	854,739	3,148	857,887	-0.2	-15.6	-0.3
NATIONAL ENQUIRER	26	.75	455,612	3,830,095	4,285,707	443,566	3,939,661	4,383,227	+2.7	-2.8	-2.2
NATIONAL EXAMINER	26	.75	18,490	1,101,944	1,120,434	18,523	1,098,379	1,116,902	-0.2	+0.3	+0.3
NATIONAL FISHERMAN	6	1.95	39,775	11,719	51,494	39,499	10,768	50,267	+0.7	+8.8	+2.4
NATIONAL GEOGRAPHIC MAGAZINE	6	2.25	10,510,570	63,992	10,574,562	10,439,527	59,067	10,498,594	+0.7	+8.3	+0.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	COPY SALES	TOTAL PAID
NATIONAL LAMPOON	3	3.95	76,911	166,106	243,017	74,695	175,377	250,072	+3.0	-5.3	-2.8
NATIONAL LAW JOURNAL	26	2.00	45,545	117	45,662	41,822	208	42,030	+8.9	-43.8	+8.6
NATIONAL NEWS	3		801,733		801,733	774,460		774,460	+3.5		+3.5
NRTA/AARP NEWS BULLETIN	5		19,000,184		19,000,184	16,465,570		16,465,570	+15.4		+15.4
NATIONAL REVIEW	13	1.95	117,618	7,358	124,976	116,228	4,527	120,755	+1.2	+62.5	+3.5
THE NATIONAL SPORTS REVIEW (1988 EDITION)	1	4.50		156,003	156,003		215,525	215,525		-27.6	-27.6
NATURAL HISTORY	6	2.50	508,556	8,798	517,354	512,824	6,752	519,576	-0.8	+30.3	-0.4
NAVY TIMES	26	1.75	79,260	10,217	89,477	77,289	8,082	85,371	+2.6	+26.4	+4.8
NEW BODY	4	2.50		93,191	93,191		85,226	85,226		+9.3	+9.3
NEW CHOICES FOR THE BEST YEARS	6	2.50	507,062		507,062	484,751		484,751	+4.6		+4.6
NEW ENGLAND MONTHLY	6	1.95	98,686	13,806	112,492	89,134	13,898	103,032	+10.7	-0.7	+9.2
NEW JERSEY MONTHLY	6	2.00	86,071	15,624	101,695	88,876	15,071	103,947	-3.2	+3.7	-2.2
NEW MEXICO MAGAZINE	6	2.25	94,172	7,537	101,709	93,781	6,245	100,026	+0.4	+20.7	+1.7
THE-NEW REPUBLIC	22	2.25	94,222	5,497	99,719	90,490	5,483	95,973	+4.1	+0.3	+3.9
NEW WOMAN	6	1.95	763,004	569,582	1,332,586	691,631	563,929	1,255,560	+10.3	+1.0	+6.1
NEW YORK ALIVE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEW YORK MAGAZINE	24	1.95	385,444	38,457	423,901	385,859	40,769	426,628	-0.1	-5.7	-0.6
THE NEW YORKER	26	1.75	583,943	29,332	613,275	564,703	29,145	593,848	+3.4	+0.6	+3.3
NEWSWEEK	26	2.00	3,041,795	185,596	3,227,391	3,012,472	185,535	3,198,007	+1.0	+0.0	+0.9
NEWSWEEK INTERNATIONAL (ASIA EDITION)	25		154,182	54,110	208,292	150,165	56,168	206,333	+2.7	-3.7	+0.9
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	25		203,107	95,619	298,726	201,189	95,980	297,169	+1.0	-0.4	+0.5
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NIBBLE MAGAZINE	6	3.50	38,430	12,714	51,144	45,200	18,596	63,796	-15.0	-31.6	-19.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORTH SHORE	6	1.95	26,450	3,645	30,095	26,996	2,861	29,857	-2.0	+27.4	+0.8
OFF ROAD	6	2.50	27,659	32,897	60,556	26,557	34,059	60,616	+4.1	-3.4	-0.1
OHIO FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OHIO MAGAZINE	6	2.00	98,226	4,066	102,292	98,733	4,100	102,833	-0.5	-0.8	-0.5
THE OLD HOUSE JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OMNI	6	3.50	670,435	254,910	925,345	628,480	306,236	934,716	+6.7	-16.8	-1.0
1,001 HOME IDEAS	6	1.95	1,492,663	44,043	1,536,706	1,480,453	44,597	1,525,050	+0.8	-1.2	+0.8
OPEN WHEEL	6	2.95	24,704	26,308	51,012	22,406	29,659	52,065	+10.3	-11.3	-2.0
OPERA NEWS	7	2.50	121,235	1,737	122,972	120,806	1,835	122,641	+0.4	-5.3	+0.3
ORANGE COAST MAGAZINE	6	2.95	18,964	5,603	24,567						
OREGON MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OUTDOOR LIFE	6	1.75	1,376,879	137,521	1,514,400	1,366,361	147,028	1,513,389	+0.8	-6.5	+0.1
OUTDOOR PHOTOGRAPHER	5	2.95	95,778	42,806	138,584	65,140	36,494	101,634	+47.0	+17.3	+36.4
OUTSIDE	6	2.50	220,710	66,663	287,373	211,989	64,275	276,264	+4.1	+3.7	+4.0
PACIFIC NORTHWEST	6	1.95	70,031	8,523	78,554	58,873	7,733	66,606	+19.0	+10.2	+17.9
PALM BEACH LIFE	6	3.00	13,884	3,314	17,198	15,339	3,170	18,509	-9.5	+4.5	-7.1
PALM SPRINGS LIFE	6	3.95	13,009	4,100	17,109	11,142	3,944	15,086	+16.8	+4.0	+13.4
PARENTING MAGAZINE	5	1.95	319,760	40,889	360,649	169,707	48,112	217,819	+88.4	-15.0	+65.6
PARENTS MAGAZINE	6	1.95	1,642,621	130,012	1,772,633	1,623,559	133,294	1,756,853	+1.2	-2.5	+0.9
PENINSULA MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PENN LINES	6		144,064		144,064	142,854		142,854	+0.8		+0.8
THE PENNSYLVANIA SPORTSMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PENTHOUSE	6	4.50	238,841	1,869,415	2,108,256	227,934	2,023,557	2,251,491	+4.8	-7.6	-6.4
PEOPLE WEEKLY	26	1.69	1,481,357	1,868,044	3,349,401	1,418,170	1,893,623	3,311,793	+4.5	-1.4	+1.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES			AVERAGES			% OF		
			FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES	12/31/88 TOTAL PAID	FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES	12/31/87 TOTAL PAID	INCREASE SUB- SCRIP- TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
PERFORMANCE HORSEMAN	6	2.95	26,789	691	27,480	26,068	622	26,690	+2.8	+11.1	+3.0
PCRESOURCE	6	2.95	66,845	74,976	141,821	51,419	53,613	105,032	+30.0	+39.8	+35.0
PERSONAL COMPUTING	6	3.00	454,734	46,706	501,440	454,036	39,469	493,505	+0.2	+18.3	+1.6
PETERSEN MAGAZINE NETWORK	6		3,025,554	1,260,068	4,285,622	2,858,950	1,281,738	4,140,688	+5.8	-1.7	+3.5
PETERSEN'S CIRCLE TRACK	6	2.95	75,272	33,340	108,612	67,420	36,919	104,339	+11.6	-9.7	+4.1
PETERSEN'S 4 WHEEL & OFF-ROAD	6	2.75	175,029	117,312	292,341	169,395	119,365	288,760	+3.3	-1.7	+1.2
PETERSEN'S HUNTING	6	2.00	284,267	68,679	352,946	254,455	82,568	337,023	+11.7	-16.8	+4.7
PETERSEN'S PHOTOGRAPHIC	6	2.50	229,512	45,376	274,888	227,379	50,737	278,716	+0.7	-10.6	-1.4
PETERSEN'S PRO BASKETBALL ANNUAL 1988	1	2.95		145,000	145,000		149,867	149,867		-3.2	-3.2
PETERSEN'S PRO FOOTBALL ANNUAL 1988	1	2.95		202,754	202,754		220,606	220,606		-8.1	-8.1
PHILADELPHIA MAGAZINE	6	2.50	117,208	31,611	148,819	118,839	33,628	152,467	-1.4	-6.0	-2.4
PHOENIX HOME & GARDEN	6	2.00	31,240	4,065	35,305	30,660	4,291	34,951	+1.9	-5.3	+1.0
PILLSBURY CLASSIC COOKBOOKS	6	2.25	41,200	385,428	426,628	25,834	400,187	426,021	+59.5	-3.7	+0.1
PILOTING CAREERS	6	5.00	16,631		16,631						
PITTSBURGH MAGAZINE	6	1.95	58,701	7,154	65,855	57,783	7,548	65,331	+1.6	-5.2	+0.8
PLANE & PILOT	6	2.50	64,570	23,110	87,680	63,207	19,322	82,529	+2.2	+19.6	+6.2
PLAYBOY	6	4.00	2,690,965	864,698	3,555,663	2,415,917	1,317,031	3,732,948	+11.4	-34.3	-4.7
POPULAR ELECTRONICS	6	2.50	36,505	30,455	66,960	20,026	33,746	53,772	+82.3	-9.8	+24.5
POPULAR HOT RODDING	6	2.25	89,253	144,116	233,369	87,756	150,525	238,281	+1.7	-4.3	-2.1
POPULAR MECHANICS	6	1.95	1,402,475	265,621	1,668,096	1,374,019	249,547	1,623,566	+2.1	+6.4	+2.7
POPULAR PHOTOGRAPHY	6	2.50	653,905	72,667	726,572	673,048	78,283	751,331	-2.8	-7.2	-3.3
POPULAR SCIENCE	6	1.95	1,606,276	238,047	1,844,323	1,625,611	235,544	1,861,155	-1.2	+1.1	-0.9
PRACTICAL HOMEOWNER	4	2.00	701,178	18,552	719,730	701,364	19,134	720,498	+0.0	-3.0	-0.1
PRACTICAL HORSEMAN	6	2.95	54,592	2,578	57,170	52,138	2,496	54,634	+4.7	+3.3	+4.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
PREVENTION	6	1.50	2,812,828	323,619	3,136,447	2,656,000	220,609	2,876,609	+5.9	+46.7	+9.0
PRIVATE CLUBS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PRIVATE PILOT	6	2.50	70,350	25,673	96,023	66,599	23,947	90,546	+5.6	+7.2	+6.0
PSYCHOLOGY TODAY	5	1.95	842,352	89,507	931,859	886,531	86,776	973,307	-5.0	+3.1	-4.3
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	4.00	56,139	518	56,657	57,015	401	57,416	-1.5	+29.2	-1.3
THE QUARTER HORSE JOURNAL	6	2.50	64,119	2,595	66,714	64,989	2,675	67,664	-1.3	-3.0	-1.4
RADIO-ELECTRONICS	6	2.25	151,064	61,034	212,098	163,333	68,390	231,723	-7.5	-10.8	-8.5
RAILROAD MODEL CRAFTSMAN	6	2.50	29,280	43,283	72,563	28,831	43,501	72,332	+1.6	-0.5	+0.3
READER'S DIGEST	6	1.89	15,486,755	965,667	16,452,422	15,636,050	930,600	16,566,650	-1.0	+3.8	-0.7
REDBOOK	6	1.95	3,142,469	808,020	3,950,489	3,208,442	880,297	4,088,739	-2.1	-8.2	-3.4
RIDER	6	1.95	119,615	12,851	132,466	119,088	14,256	133,344	+0.4	-9.9	-0.7
ROAD & TRACK	6	2.75	484,665	219,234	703,899	461,331	242,183	703,514	+5.1	-9.5	+0.1
ROD SERLING'S THE TWILIGHT ZONE MAGAZINE			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
RODALE'S ORGANIC GARDENING	6	1.75	1,075,872	10,534	1,086,406	1,041,199	6,459	1,047,658	+3.3	+63.1	+3.7
ROLLING STONE	11	2.50	976,443	297,238	1,273,681	856,682	320,008	1,176,690	+14.0	-7.1	+8.2
THE ROTARIAN	6	.75	521,827		521,827	518,171		518,171	+0.7		+0.7
RUN	6	2.95	98,466	31,546	130,012	125,696	44,370	170,066	-21.7	-28.9	-23.6
RUNNER'S WORLD	6	2.95	362,092	82,768	444,860	365,773	85,739	451,512	-1.0	-3.5	-1.5
RURAL GEORGIA	6		249,836		249,836	231,334		231,334	+8.0		+8.0
RURAL KENTUCKIAN	6		341,697		341,697	312,063		312,063	+9.5		+9.5
RURAL LIVING	6	3.50	238,494		238,494	228,890		228,890	+4.2		+4.2
SACRAMENTO MAGAZINE	6	2.50	21,179	3,537	24,716	20,915	3,292	24,207	+1.3	+7.4	+2.1
SAIL	6	2.50	118,738	49,408	168,146	120,799	47,770	168,569	-1.7	+3.4	-0.3
SAILING WORLD	6	1.75	41,490	11,037	52,527	41,009	11,618	52,627	+1.2	-5.0	-0.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SINGLE TOTAL SCRIP- COPY PAID TIONS SALES		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
ST. LOUIS MAGAZINE, INC.	6	1.95	21,087	5,368	26,455	19,136	5,976	25,112	+10.2	-10.2	+5.3
SALT WATER SPORTSMAN	6	2.95	111,313	24,755	136,068	101,199	25,750	126,949	+10.0	-3.9	+7.2
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	28,207	4,015	32,222	27,500	2,869	30,369	+2.6	+39.9	+6.1
SAN DIEGO MAGAZINE	6	2.00	57,174	12,452	69,626	53,027	13,294	66,321	+7.8	-6.3	+5.0
SAN FRANCISCO FOCUS	6	2.50	181,592	5,849	187,441	193,034	4,847	197,881	-5.9	+20.7	-5.3
SATELLITE ORBIT	6	4.95	222,590	141,258	363,848	275,172	152,060	427,232	-19.1	-7.1	-14.8
THE SATURDAY EVENING POST	5	1.95	554,430	71,909	626,339	516,468	91,086	607,554	+7.4	-21.1	+3.1
SAVVY	6	2.00	400,153	9,263	409,416	405,004	10,517	415,521	-1.2	-11.9	-1.5
SCHOLASTIC HIGH SCHOOL NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCHOLASTIC MAGAZINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENCE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENCE NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE SCIENCES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENTIFIC AMERICAN	6	2.95	492,588	152,410	644,998	478,433	144,373	622,806	+3.0	+5.6	+3.6
SCOUTING	3	.60	1,009,086		1,009,086	981,493		981,493	+2.8		+2.8
SEATTLE WEEKLY	26	.75	21,678	10,891	32,569	22,265	9,506	31,771	-2.6	+14.6	+2.5
SELF	6	1.95	567,609	662,182	1,229,791	516,965	619,090	1,136,055	+9.8	+7.0	+8.3
SESAME STREET MAGAZINE	5	1.50	1,224,134	36,140	1,260,274	1,119,491	193,165	1,312,656	+9.3	-81.3	-4.0
SEVENTEEN	6	1.75	1,283,021	469,287	1,752,308	1,394,244	472,658	1,866,902	-8.0	-0.7	-6.1
SEW NEWS	6	1.95	183,257	38,020	221,277	164,033	44,214	208,247	+11.7	-14.0	+6.3
SHAPE MAGAZINE	6	2.00	233,852	467,015	700,867	222,293	460,754	683,047	+5.2	+1.4	+2.6
SHOOTING TIMES	6	2.25	99,594	92,121	191,715	98,700	93,090	191,790	+0.9	-1.0	+0.0
SHUTTERBUG	6	2.50	43,570	27,692	71,262	36,363	19,547	55,910	+19.8	+41.7	+27.5
SIERRA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
16 MAGAZINE	6	1.95	8,854	128,544	137,398	8,262	145,376	153,638	+7.2	-11.6	-10.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
SKI MAGAZINE	4	1.95	376,347	89,472	465,819	366,277	98,517	464,794	+2.7	-9.2	+0.2
SKIING MAGAZINE	4	1.95	360,184	91,368	451,552	352,590	103,450	456,040	+2.2	-11.7	-1.0
SKIN DIVER MAGAZINE	6	2.95	175,867	41,927	217,794	180,345	41,392	221,737	-2.5	+1.3	-1.8
SMASH HITS	5	2.50	8,431	51,592	60,023	13,528	57,824	71,352	-37.7	-10.8	-15.9
SMITHSONIAN	6	2.50	2,250,174	11,841	2,262,015	2,234,471	8,840	2,243,311	+0.7	+33.9	+0.8
SNOW WEEK	8	1.95	23,938	13	23,951	24,716	834	25,550	-3.1	-98.4	-6.3
SOAP OPERA DIGEST	13	1.75	290,527	857,357	1,147,884	290,518	727,117	1,017,635	+0.0	+17.9	+12.8
SOAP OPERA STARS	4	2.00		67,369	67,369		90,592	90,592		-25.6	-25.6
SOLDIER OF FORTUNE	6	3.50	28,488	92,344	120,832	33,944	109,738	143,682	-16.1	-15.9	-15.9
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		98,646	98,646		83,655	83,655		+17.9	+17.9
SOUTH FLORIDA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN ACCENTS	3	4.00	214,359	46,010	260,369	207,350	48,778	256,128	+3.4	-5.7	+1.7
SOUTHERN HOMES (METRO ATLANTA EDITION)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN LIVING	6	2.50	2,097,730	190,965	2,288,695	2,110,211	188,897	2,299,108	-0.6	+1.1	-0.5
SOUTHERN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN OUTDOORS	4	2.50	214,490	17,220	231,710	209,860	15,418	225,278	+2.2	+11.7	+2.9
SOUTHWEST ART	6	4.50	49,897	11,365	61,262	52,240	11,074	63,314	-4.5	+2.6	-3.2
SPANAMERICA MAGAZINE NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN MEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN WOMEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPIN			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
SPORT	6	2.25	830,824	116,181	947,005	771,767	158,798	930,565	+7.7	-26.8	+1.8
THE SPORTING NEWS	28	2.25	693,416	39,875	733,291	688,832	44,511	733,343	+0.7	-10.4	+0.0
SPORTS AFIELD	6	1.95	441,673	81,501	523,174	428,106	93,058	521,164	+3.2	-12.4	+0.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES			AVERAGES			% OF		
			FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES	12/31/88 TOTAL PAID	FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES	12/31/87 TOTAL PAID	INCREASE SUB- SCRIP- TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
SPORTS ILLUSTRATED	28	2.25	3,203,887	125,528	3,329,415	3,032,486	121,532	3,154,018	+5.7	+3.3	+5.6
SPY	5	2.95	48,756	54,467	103,223						
STAR	26	.75	427,808	3,254,988	3,682,796	460,304	3,309,999	3,770,303	-7.1	-1.7	-2.3
STAR COMICS	6	1.00	17,933	382,117	400,050	34,483	418,133	452,616	-48.0	-8.6	-11.6
STEREO REVIEW	6	2.25	451,398	53,184	504,582	480,285	51,317	531,602	-6.0	+3.6	-5.1
STOCK CAR RACING	6	2.95	56,041	40,496	96,537	43,663	38,798	82,461	+28.3	+4.4	+17.1
STREET & SMITH'S BASEBALL (1988 EDITION)	1	3.50		284,341	284,341						
SUCCESS!	5	1.95	385,810	49,531	435,341	389,078	38,150	427,228	-0.8	+29.8	+1.9
THE SUN	26	.75	3,901	437,249	441,150	3,525	430,029	433,554	+10.7	+1.7	+1.8
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.95	1,334,800	96,060	1,430,860	1,343,190	87,509	1,430,699	-0.6	+9.8	+0.0
SUPER CHEVY	6	2.50	81,057	64,671	145,728	71,679	65,369	137,048	+13.1	-1.1	+6.3
SUPER STOCK AND DRAG ILLUSTRATED	6	2.95	17,467	26,555	44,022	16,902	33,182	50,084	+3.3	-20.0	-12.1
SUPER TEEN	6	2.00		160,958	160,958		160,924	160,924		+0.0	+0.0
SUPERMAN GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE	5	1.95	458,497	42,035	500,532	350,501	49,686	400,187	+30.8	-15.4	+25.1
TEACHING AND COMPUTERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TEEN	6	1.75	756,857	336,194	1,093,051	857,182	342,622	1,199,804	-11.7	-1.9	-8.9
TEEN BEAT	6	2.25	62,214	157,715	219,929	87,416	175,786	263,202	-28.8	-10.3	-16.4
TEEN MACHINE	5	2.00		97,723	97,723		109,621	109,621		-10.9	-10.9
THE TENNESSEE MAGAZINE	6		314,059		314,059	302,291		302,291	+3.9		+3.9
TENNIS	6	1.75	484,883	49,042	533,925	479,349	49,626	528,975	+1.2	-1.2	+0.9
TEXAS FISH & GAME	4	1.95	53,295	3,804	57,099	46,770	336	47,106	+14.0	+1032.1	+21.2
TEXAS FISHERMAN	3	1.95	61,420	11,685	73,105	52,751	11,085	63,836	+16.4	+5.4	+14.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL PAID		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
TEXAS MONTHLY	6	1.95	258,653	41,452	300,105	285,337	49,186	334,523	-9.4	-15.7	-10.3
3-2-1 CONTACT	5		435,911		435,911	396,072		396,072	+10.1		+10.1
TIME ASIA	26		215,357	41,304	256,661	200,001	42,492	242,493	+7.7	-2.8	+5.8
TIME ATLANTIC	26		427,628	92,239	519,867	431,300	94,773	526,073	-0.9	-2.7	-1.2
TIME LATIN AMERICA	26		69,673	20,409	90,082	63,251	27,769	91,020	+10.2	-26.5	-1.0
TIME THE WEEKLY NEWSMAGAZINE	26	2.00	4,416,189	232,265	4,648,454	4,439,485	243,863	4,683,348	-0.5	-4.8	-0.7
TOURS & RESORTS	3	2.50	197,337	4,366	201,703	188,498	6,218	194,716	+4.7	-29.8	+3.6
TOWN & COUNTRY	6	3.00	338,654	85,214	423,868	323,499	92,913	416,412	+4.7	-8.3	+1.8
TRAILER BOATS	5	2.95	51,963	21,208	73,171	47,227	17,736	64,963	+10.0	+19.6	+12.6
TRAILER LIFE	6	2.50	302,737	19,428	322,165	314,021	20,332	334,353	-3.6	-4.4	-3.6
TRAINS	6	2.75	69,729	24,811	94,540	65,829	25,920	91,749	+5.9	-4.3	+3.0
TRAVEL & LEISURE	6	3.00	1,111,787	14,001	1,125,788	1,105,502	14,685	1,120,187	+0.6	-4.7	+0.5
TRAVELER	2	4.50	796,489	189	796,678	805,649	149	805,798	-1.1	+26.8	-1.1
TRUCKIN'	6	2.50	23,435	109,216	132,651	16,096	89,484	105,580	+45.6	+22.1	+25.6
TRUE STORY	6	1.50	1,061,812	239,017	1,300,829	1,112,695	260,362	1,373,057	-4.6	-8.2	-5.3
TU INTERNACIONAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TURTLE MAGAZINE FOR PRESCHOOL KIDS	4		544,326		544,326	425,256		425,256	+28.0		+28.0
TV CROSSWORDS	9	1.25	131,018	206,889	337,907	138,455	227,756	366,211	-5.4	-9.2	-7.7
TV GUIDE	27	.75	8,827,705	7,475,000	16,302,705	8,832,670	8,136,590	16,969,260	-0.1	-8.1	-3.9
TV PICTURE LIFE/METAL EDGE	6	2.00		158,436	158,436		140,615	140,615		+12.7	+12.7
TV WORD GAMES	6	.99		58,750	58,750		55,050	55,050		+6.7	+6.7
T.V. Y NOVELAS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
UNIQUE HOMES	3	6.95	31,545	34,333	65,878	36,720	30,000	66,720	-14.1	+14.4	-1.3
U.S. NEWS & WORLD REPORT	25	1.95	2,235,186	65,011	2,300,197	2,169,599	62,352	2,231,951	+3.0	+4.3	+3.1
US MAGAZINE	12	1.75	952,502	427,100	1,379,602	845,176	405,600	1,250,776	+12.7	+5.3	+10.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES		TOTAL PAID	AVERAGES		TOTAL PAID	% OF		
			FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES		FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES		INCREASE SUB- SCRIP- TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
UTNE READER	3	4.00	94,922	14,027	108,949	57,797	11,996	69,793	+64.2	+16.9	+56.1
VANIDADES CONTINENTAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VANITY FAIR	6	2.00	426,975	225,335	652,310	404,490	191,354	595,844	+5.6	+17.8	+9.5
VENTURE	6	3.00	430,599	19,640	450,239	410,697	18,042	428,739	+4.8	+8.9	+5.0
VFW AUXILIARY MAGAZINE	5		732,757		732,757	725,402		725,402	+1.0		+1.0
VFW MAGAZINE	5	.20	1,955,052		1,955,052	1,978,349		1,978,349	-1.2		-1.2
VICTORIA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VIDEO	6	2.50	394,441	58,849	453,290	339,134	67,916	407,050	+16.3	-13.4	+11.4
VIDEO MARKETPLACE	3	2.50	119,369	8,516	127,885	49,245	13,720	62,965	+142.4	-37.9	+103.1
VIDEO REVIEW	6	1.95	390,255	72,357	462,612	387,431	72,246	459,677	+0.7	+0.2	+0.6
VISION-THE LATIN AMERICAN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VOGUE	6	3.00	440,637	761,834	1,202,471	447,791	797,921	1,245,712	-1.6	-4.5	-3.5
VOGUE PATTERNS	3	2.75	143,913	78,750	222,663	149,175	91,082	240,257	-3.5	-13.5	-7.3
VW & PORSCHE	3	2.50	27,173	55,129	82,302	26,550	56,229	82,779	+2.3	-2.0	-0.6
VISTA USA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
"W"			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE WALKING MAGAZINE			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE								
THE WASHINGTON POST NATIONAL WEEKLY EDITION	26	1.50	66,887	1,092	67,979	61,200	1,176	62,376	+9.3	-7.1	+9.0
WASHINGTON, THE EVERGREEN STATE MAGAZINE	4	2.95	59,486	10,625	70,111	60,364	11,662	72,026	-1.5	-8.9	-2.7
THE WASHINGTONIAN	6	1.95	104,090	57,102	161,192	104,108	49,076	153,184	+0.0	+16.4	+5.2
WEEKLY WORLD NEWS	26	.65	41,547	948,630	990,177	35,871	995,049	1,030,920	+15.8	-4.7	-4.0
WEIGHT WATCHERS MAGAZINE	6	1.75	870,114	133,233	1,003,347	805,169	145,392	950,561	+8.1	-8.4	+5.6
WESTERN HORSEMAN	6	1.95	106,602	68,949	175,551	97,396	64,973	162,369	+9.5	+6.1	+8.1
WESTERN OUTDOORS	5	2.00	131,663	8,172	139,835	122,889	7,548	130,437	+7.1	+8.3	+7.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
WESTWAYS	6	2.00	474,264		474,264	484,705		484,705	-2.2		-2.2
WILDFOWL	3	3.50	27,580	141	27,721	28,253	117	28,370	-2.4	+20.5	-2.3
WING & SHOT	3	3.50	14,948	552	15,500	16,309	724	17,033	-8.3	-23.8	-9.0
WOMAN	6	1.95	8,221	510,722	518,943	2,007	499,328	501,335	+309.6	+2.3	+3.5
WOMAN'S DAY	7	1.09	123,131	5,448,442	5,571,573	98,143	5,922,993	6,021,136	+25.5	-8.0	-7.5
WOMAN'S WORLD	26	.89		1,413,575	1,413,575		1,444,133	1,444,133		-2.1	-2.1
WOMEN'S SPORTS AND FITNESS	3	2.00	347,037	653	347,690	343,511	8,341	351,852	+1.0	-92.2	-1.2
WOODENBOAT	3	3.95	56,003	44,551	100,554	55,737	47,443	103,180	+0.5	-6.1	-2.5
THE WORKBASKET	5	1.50	1,385,585	17,200	1,402,785	1,697,694	20,898	1,718,592	-18.4	-17.7	-18.4
WORKBENCH	3	2.00	817,673	28,000	845,673	876,641	35,321	911,962	-6.7	-20.7	-7.3
WORKING MOTHER	6	1.95	593,072	12,879	605,951	592,966	13,885	606,851	+0.0	-7.2	-0.1
WORKING WOMAN	6	2.50	838,798	66,560	905,358	790,568	64,866	855,434	+6.1	+2.6	+5.8
WORKING WOMAN MCCALL'S GROUP	6		5,811,201	842,571	6,653,772						
WORLD PRESS REVIEW	6	2.95	62,794	2,184	64,978	59,919	2,387	62,306	+4.8	-8.5	+4.3
WORLD TENNIS	6	1.75	413,194	27,882	441,076	362,938	25,816	388,754	+13.8	+8.0	+13.5
WWF MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS-TIME								
WRITER'S DIGEST	6	2.25	182,881	25,402	208,283	199,677	25,351	225,028	-8.4	+0.2	-7.4
YACHTING	6	2.50	92,533	40,200	132,733	92,509	38,267	130,776	+0.0	+5.1	+1.5
YANKEE	6	1.95	940,768	63,180	1,003,948	932,169	69,386	1,001,555	+0.9	-8.9	+0.2
YM	5	1.50	735,102	152,469	887,571	737,580	125,564	863,144	-0.3	+21.4	+2.8
ZOOMIN'	2	3.00	11,729	217	11,946	12,218	198	12,416	-4.0	+9.6	-3.8
CANADA											
ALBERTA/WESTERN REPORT	26	2.00	50,705	2,973	53,678	52,042	3,579	55,621	-2.6	-16.9	-3.5
ATLANTIC INSIGHT	6	1.95	35,668	2,233	37,901	34,956	2,525	37,481	+2.0	-11.6	+1.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
BC OUTDOORS	5	2.75	27,995	5,430	33,425	35,171	5,050	40,221	-20.4	+7.5	-16.9
CANADIAN BUSINESS	6	3.00	80,180	6,293	86,473	76,168	7,884	84,052	+5.3	-20.2	+2.9
CANADIAN LIVING	7	2.25	350,028	202,761	552,789	330,522	209,313	539,835	+5.9	-3.1	+2.4
CANADIAN LIVING'S FOOD MAGAZINE	3	3.50	53,171	87,810	140,981	31,775	130,438	162,213	+67.3	-32.7	-13.1
CANADIAN WORKSHOP	6	2.75	102,355	3,223	105,578	83,189	3,892	87,081	+23.0	-17.2	+21.2
CANADIAN YACHTING	6	2.75	17,570	3,121	20,691	18,896	3,426	22,322	-7.0	-8.9	-7.3
CHATELAIN	6	2.00	931,875	66,356	998,231	955,180	74,627	1,029,807	-2.4	-11.1	-3.1
CHATELAIN (FRENCH LANGUAGE EDITION)	6	2.00	241,024	18,229	259,253	258,146	20,629	278,775	-6.6	-11.6	-7.0
CITY & COUNTRY HOME	5	3.00	80,423	5,087	85,510	81,252	5,929	87,181	-1.0	-14.2	-1.9
CLIN D'OEIL	6	2.95	17,088	52,828	69,916	12,861	55,796	68,657	+32.9	-5.3	+1.8
COMBINED STATEMENT FOR CHATELAIN AND CHATELAIN (FRENCH LANGUAGE EDITION)	6	2.00	1,172,899	84,585	1,257,484	1,213,326	95,256	1,308,582	-3.3	-11.2	-3.9
COUP DE PEIGNE	2	3.50	1,961	26,122	28,083	2,255	26,870	29,125	-13.0	-2.8	-3.6
COUP DE POUCE	7	2.50	60,507	80,144	140,651	61,202	76,236	137,438	-1.1	+5.1	+2.3
COUP DE POUCE EXTRA	3	3.50		44,704	44,704		52,513	52,513		-14.9	-14.9
CRAFTS PLUS	4	2.00	103,851	2,541	106,392	64,535	2,768	67,303	+60.9	-8.2	+58.1
CROC	6	2.95	16,304	64,448	80,752	15,284	66,516	81,800	+6.7	-3.1	-1.3
DECORATION CHEZ-SOI	5	2.95	25,223	38,066	63,289	23,874	39,794	63,668	+5.7	-4.3	-0.6
EASTERN WOODS & WATERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.95	148,560	12,832	161,392	149,068	12,529	161,597	-0.3	+2.4	-0.1
FEMME PLUS	6	2.50	26,701	49,307	76,008						
FILLES D'AUJOURD'HUI	6	2.50	14,327	27,863	42,190	11,907	21,961	33,868	+20.3	+26.9	+24.6
FINANCIAL TIMES OF CANADA	26	1.00	103,341	3,701	107,042	106,944	3,441	110,385	-3.4	+7.6	-3.0
FLARE	6	2.50	196,226	26,991	223,217	193,135	31,801	224,936	+1.6	-15.1	-0.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/88			AVERAGES FOR SIX MONTHS ENDED 12/31/87			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SINGLE COPY SALES	SINGLE COPY SALES	TOTAL PAID	SINGLE COPY SALES	TOTAL PAID	TOTAL PAID	SINGLE COPY SALES	SINGLE COPY SALES	TOTAL PAID
HARROWSMITH MAGAZINE	3	3.50	140,127	15,189	155,316	138,977	17,212	156,189	+0.8	-11.8	-0.6
HOCKEY NEWS	20	1.95	79,014	31,717	110,731	84,172	31,174	115,346	-6.1	+1.7	-4.0
L'ACTUALITE	6	2.50	241,229	20,406	261,635	241,810	22,455	264,265	-0.2	-9.1	-1.0
LE LUNDI	26	1.89	27,977	77,117	105,094	24,864	81,171	106,035	+12.5	-5.0	-0.9
LEGION MAGAZINE	5	1.00	538,591		538,591	538,982		538,982	-0.1		-0.1
LES IDEES DE MA MAISON	5	2.95	37,065	49,053	86,118	37,427	58,908	96,335	-1.0	-16.7	-10.6
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	2.00	605,143	16,159	621,302	633,957	15,605	649,562	-4.5	+3.6	-4.4
THE NEWFOUNDLAND HERALD	27	1.00	1,480	39,736	41,216	984	37,810	38,794	+50.4	+5.1	+6.2
ONTARIO OUT OF DOORS	5	2.50	46,463	10,058	56,521	47,123	8,005	55,128	-1.4	+25.6	+2.5
ORAH			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OUTDOOR CANADA	4	2.95	125,288	9,288	134,576	130,833	9,700	140,533	-4.2	-4.2	-4.2
PACIFIC YACHTING	6	2.75	10,896	5,132	16,028	11,765	5,047	16,812	-7.4	+1.7	-4.7
PHOTO LIFE	6	2.75	61,305	2,934	64,239	59,837	4,700	64,537	+2.5	-37.6	-0.5
PLANS DE MAISONS DU QUEBEC	2	3.95	7,352	20,838	28,190	7,299	21,233	28,532	+0.7	-1.9	-1.2
QUEBEC SCIENCE	5	3.25	15,063	4,126	19,189	15,557	4,841	20,398	-3.2	-14.8	-5.9
QUEBEC YACHTING VOILE & MOTEUR	3	2.95	5,539	2,717	8,256	5,808	2,447	8,255	-4.6	+11.0	+0.0
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	2.25	1,182,509	79,196	1,261,705	1,218,493	81,928	1,300,421	-3.0	-3.3	-3.0
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS	6	2.25	1,494,211	103,731	1,597,942	1,537,586	106,260	1,643,846	-2.8	-2.4	-2.8
RENOVATION BRICOLAGE	5	2.95	25,775	10,560	36,335	26,297	9,163	35,460	-2.0	+15.2	+2.5
SANTE	5	2.95	14,718	17,007	31,725	12,378	17,957	30,335	+18.9	-5.3	+4.6
SATURDAY NIGHT	6	2.95	103,137	7,353	110,490	115,253	5,802	121,055	-10.5	+26.7	-8.7
SEL & POIVRE	5	2.95	12,819	15,215	28,034	13,064	16,442	29,506	-1.9	-7.5	-5.0
SELECT HOMES	3	2.95	106,023	7,823	113,846	114,069	8,833	122,902	-7.1	-11.4	-7.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES			AVERAGES			% OF		
			FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES	12/31/88 TOTAL PAID	FOR SIX SUB- SCRIP- TIONS	MONTHS ENDED SINGLE COPY SALES	12/31/87 TOTAL PAID	INCREASE SUB- SCRIP- TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
SELECTION DU READER'S DIGEST	6	2.25	311,702	24,535	336,237	319,093	24,332	343,425	-2.3	+0.8	-2.1
SENTIER CHASSE-PECHE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SKI CANADA	4	3.00	38,517	10,529	49,046						
TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA	26	2.25	312,613	27,078	339,691	319,974	25,224	345,198	-2.3	+7.4	-1.6
TORONTO LIFE	11	2.50	84,151	14,026	98,177	80,447	17,594	98,041	+4.6	-20.3	+0.1
TORONTO LIFE FASHION	5	2.25	128,903	11,167	140,070	118,003	19,000	137,003	+9.2	-41.2	+2.2
TRAVEL A LA CARTE	3	2.50	108,893		108,893	110,794		110,794	-1.7		-1.7
TV GUIDE	27	1.00	424,681	380,157	804,838	423,001	385,352	808,353	+0.4	-1.3	-0.4
TV HEBDO	28	1.10	62,880	251,442	314,322	49,613	227,339	276,952	+26.7	+10.6	+13.5
TV PLUS	28	.90	212	18,568	18,780	206	22,045	22,251	+2.9	-15.8	-15.6
WESTERN SPORTSMAN	3	2.50	27,297	3,177	30,474	26,698	2,901	29,599	+2.2	+9.5	+3.0
YOU/VERVE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
<u>FOREIGN</u>											
AL MOSTAKBAL			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
IMAGEN	6	2.50	38,018	20,240	58,258	21,240	20,488	41,728	+79.0	-1.2	+39.6
RITMO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VEA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								



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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

TOTAL PAID &
QUALIFIED NON-PAID
AVERAGES FOR 6 MONTHS ENDED
6/30/88 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	AVERAGES FOR 6 MONTHS ENDED 6/30/88	12/31/87
<u>U.S.</u>					
ADVERTISING AGE	94,195		94,195	93,644	91,462
ADWEEK	61,079	8,434	69,513	64,941	64,691
ADWEEK NETWORK	74,083	21,327	95,410	96,841	94,975
ADWEEK'S MARKETING WEEK	13,004	12,893	25,897	31,900	30,284
AEROSOL AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AGRICULTURAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	29,232	474	29,706	29,255	28,264
ABA BANKING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ACP OBSERVER	55,220		55,220	57,718	54,522
THE AMERICAN FUNERAL DIRECTOR	10,002		10,002	10,005	10,001
AMERICAN GLASS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION		95,000	95,000	77,547	100,000
AMERICAN INK MAKER	2,632	1,043	3,675	2,833	2,647
THE AMERICAN JOURNAL OF CARDIOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN JOURNAL OF MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	18,689		18,689	19,006	19,131
THE AMERICAN JOURNAL OF SURGERY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN PAINT & COATINGS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN SCHOOL BOARD JOURNAL	41,184		41,184	41,094	40,954
AMERICAN SHOEMAKING	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
ASHRAE JOURNAL	39,448	18,006	57,454	55,797	59,286
AMUSEMENT BUSINESS	11,916		11,916	11,893	13,111

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
ANALYTICAL CHEMISTRY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ANNALS OF INTERNAL MEDICINE	90,619		90,619	94,600	92,442
APPAREL MERCHANDISING		41,455	41,455	41,777	41,947
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARMY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ART DIRECTION	7,292		7,292	7,246	7,923
ARTS AND ACTIVITIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASSOCIATION MANAGEMENT	18,024		18,024	17,099	17,132
ATLANTA BUSINESS CHRONICLE	19,069	4,715	23,784	21,051	25,870
AUTOMOTIVE NEWS	74,866		74,866	73,290	70,616
AVIATION WEEK & SPACE TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BAKING & SNACK SYSTEMS		8,811	8,811	8,810	5,077
BALTIMORE BUSINESS JOURNAL	7,566		7,566	7,408	7,120
BETTER ROADS		38,663	38,663	37,844	36,790
BEVERAGE WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BILLBOARD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOBBIN MAGAZINE	8,641		8,641	8,793	8,450
BOSTON BUSINESS	8,952	34,068	43,020	45,842	
BOSTON BUSINESS JOURNAL	8,386	34,040	42,426	45,195	42,582
BOXBOARD CONTAINERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOXOFFICE	9,134		9,134	9,217	9,362
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BROWARD REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUILDING SUPPLY HOME CENTERS		44,254	44,254	43,033	43,009

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	9,455		9,455	9,254	9,080
BUSINESS FIRST-OF BUFFALO, INC.	8,920		8,920	9,083	8,847
BUSINESS FIRST OF COLUMBUS	10,240		10,240	10,269	10,299
BUSINESS JOURNAL OF NEW JERSEY	5,718	28,269	33,987	28,393	24,489
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	6,814		6,814	6,812	6,650
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,581		12,581	12,210	12,490
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,537		9,537	9,985	10,059
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	13,064		13,064	13,172	18,296
BUSINESS MONTH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUSINESS NH	2,241	15,743	17,984	13,188	12,372
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	281,849		281,849	288,349	286,079
CALIFORNIA BUSINESS	19,429	112,496	131,925	123,421	111,414
CANDY INDUSTRY MAGAZINE	3,120	719	3,839	3,907	3,891
CAPITAL DISTRICT BUSINESS REVIEW	8,990		8,990	9,127	8,385
CATALOG AGE	558	12,963	13,521	12,963	12,773
CHAIN STORE AGE EXECUTIVE	1,641	31,617	33,258	32,806	32,775
CHANNELS, THE BUSINESS OF COMMUNICATIONS	6,721	19,420	26,141	23,645	26,542
CHEMICAL AND ENGINEERING NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	15,975		15,975	15,506	15,486
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
CINCINNATI BUSINESS COURIER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
CITY & STATE	9,087	24,016	33,103	33,809	30,214
CLASSROOM COMPUTER LEARNING	24,677	56,313	80,990	80,268	79,402
COMPUTER & SOFTWARE NEWS		58,844	58,844	57,690	56,077
COMPUTER GRAPHICS TODAY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
COMPUTER GRAPHICS WORLD	18,288	32,316	50,604	50,737	43,529
COMPUTERWORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
CONCRETE CONSTRUCTION	14,728	71,709	86,437	86,336	91,155
CONSTRUCTION BULLETIN	4,810	482	5,292	5,362	5,372
CORPORATE FINANCE		50,895	50,895	50,433	50,422
CORPORATE REPORT MINNESOTA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
CORPORATE TELEVISION			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
COSMETICS & TOILETRIES	3,167		3,167	2,907	3,075
CRAIN'S CHICAGO BUSINESS	44,877	5,771	50,648	51,400	50,966
CRAIN'S CLEVELAND BUSINESS	9,704	15,487	25,191	26,024	24,823
CRAIN'S DETROIT BUSINESS	30,395	571	30,966	31,550	31,353
CRAIN'S NEW YORK BUSINESS	31,705	39,263	70,968	72,409	72,816
DALLAS/FORT WORTH BUSINESS JOURNAL	11,049	8,981	20,030	25,275	34,930
DATA COMMUNICATIONS	45,230	12,275	57,505	57,100	55,028
DECOR	24,521		24,521	23,755	23,022
DEFENSE NEWS	10,130	19,353	29,483	27,886	21,960
THE DENVER BUSINESS JOURNAL	10,187		10,187	9,725	9,534
DESIGN NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
DESIGNERS WEST	29,483	6,066	35,549	33,126	31,885
DIRECT MARKETING MAGAZINE	12,964	2,028	14,992	14,908	14,592

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
DISCOUNT STORE NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
DO IT YOURSELF RETAILING	27,256	43,128	70,384	69,784	68,044
DRUG & COSMETIC INDUSTRY	4,896	7,817	12,713	12,698	12,713
DRUG STORE NEWS	39,270	2,949	42,219	42,324	41,956
EDITOR & PUBLISHER-THE FOURTH ESTATE	24,882	2,903	27,785	27,735	27,614
ELECTRICAL CONSTRUCTION & MAINTENANCE	16,085	85,100	101,185	101,437	101,145
ELECTRICAL WHOLESALING	17,443	2,899	20,342	20,146	20,305
ELECTRICAL WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ELECTRONIC LEARNING	9,252	73,313	82,565	80,653	81,657
ELECTRONIC MEDIA	12,704	13,555	26,259	26,966	25,016
ELECTRONIC NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ELECTRONIC SERVICING & TECHNOLOGY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
EMERGENCY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ENERGY USER NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ENR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ENGINEERING TIMES	59,570	11,825	71,395	70,961	73,131
EXECUTIVE EDUCATOR	15,511		15,511	15,340	15,707
FANCY FOOD	2,263	23,482	25,745	27,042	
FEEDSTUFFS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
FINANCIAL ANALYSTS JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
FINANCIAL EXECUTIVE	16,874		16,874	16,865	
FIRE COMMAND			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
FIRE ENGINEERING	38,483		38,483	38,346	36,230
FIRE JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
FLOOR COVERING WEEKLY	11,512	9,777	21,289	21,283	21,265

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
FLOORING	4,192	20,387	24,579	24,543	24,438
THE FLORIDA SHIPPER MAGAZINE	1,458		1,458	1,406	1,406
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
FOOD PEOPLE	-899	21,258	22,157	18,875	
FOOD TECHNOLOGY	22,864	2,723	25,587	25,154	25,311
FOOTWEAR NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
FORECAST FOR THE HOME ECONOMIST	25,978	15,424	41,402	40,470	41,541
FRAMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
FUELOIL & OIL HEAT MAGAZINE	3,688	7,779	11,467	11,413	11,334
GAS INDUSTRIES		8,813	8,813	9,251	9,411
GEYER'S OFFICE DEALER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
GIFTS & DECORATIVE ACCESSORIES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
GLASS DIGEST	8,803	1,887	10,690	10,332@	10,262@
GLASS INDUSTRY	1,836	421	2,257	2,307	2,335
GOLF INDUSTRY MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
THE GOURMET RETAILER MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
GRAIN AGE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
HARDWARE AGE	5,786	65,510	71,296	71,221	70,923
HAWAII BUSINESS	10,156		10,156	9,500	9,806
HAWAII INVESTOR	2,657	7,053	9,710	11,772	12,091
HEALTHWEEK	16,506	51,877	68,383	66,971	
HIGHWAY & HEAVY CONSTRUCTION		76,670	76,670	76,005	74,006
HOUSEWARES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
HOUSTON BUSINESS JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
HYDROCARBON PROCESSING	20,365	7,649	28,014	27,642	27,445

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
INDIANAPOLIS BUSINESS JOURNAL	14,550		14,550	14,382	14,633
ID-MAGAZINE OF INDUSTRIAL DESIGN	18,898		18,898	18,287	16,234
INDUSTRY WEEK	1,670	298,513	300,183	326,385	326,306
INSURANCE SALES	28,040		28,040	27,312	25,566
INTERIOR DESIGN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTERNATIONAL CONTACT LENS CLINIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTIMATE FASHION NEWS	2,771	4,228	6,999	5,988	5,383
JACKSONVILLE BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE JEWELERS' CIRCULAR-KEYSTONE	37,405		37,405	37,819	37,827
THE JOURNAL OF ACCOUNTANCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	13,901		13,901	14,400	14,504
LIBRARY JOURNAL	23,665		23,665	23,705	23,992
LIFE INSURANCE SELLING	44,300		44,300	43,754	43,680
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	2,805	13,953	16,758	14,692	14,634
LP/GAS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LOCKSMITH LEDGER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LOS ANGELES BUSINESS JOURNAL	14,329	36,701	51,030	50,645	60,593
THE MANUFACTURING CONFECTIONER	2,912	796	3,708	3,489	3,475
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MEMPHIS BUSINESS JOURNAL	9,609		9,609	9,156	8,414
METAL FINISHING	9,837		9,837	10,090	10,203
METRO CHICAGO REAL ESTATE		10,394	10,394	10,197	10,365
MIAMI REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
MICHIGAN BEVERAGE NEWS	5,443	75	5,518	5,502	5,555
MICHIGAN CONTRACTOR & BUILDER	2,903	189	3,092	3,084	3,100
MICHIGAN ROADS AND CONSTRUCTION	1,354	486	1,840	1,866	1,862
MILLING & BAKING NEWS	4,400		4,400	4,381	4,363
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	112,708	19,784	132,492	131,973	131,475
MOTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MOTORCYCLE INDUSTRY MAGAZINE		12,266	12,266	12,551	
THE MUSIC TRADES	6,417		6,417	6,418	6,541
NASHVILLE BUSINESS JOURNAL	6,079	2,173	8,252	6,717	6,291
NATION'S RESTAURANT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL DEFENSE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL HOME CENTER NEWS	3,292	48,824	52,116	49,669	45,220
NMFA'S COMPETITIVEDGE	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
THE NATIONAL LOCKSMITH	16,478		16,478	15,892	15,664
NATIONAL PETROLEUM NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL PROVISIONER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL UNDERWRITER LIFE & HEALTH/ FINANCIAL SERVICES EDITION	17,036	11,478	28,514	29,294	30,201
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/EMPLOYEE BENEFITS EDITION	29,244	9,699	38,943	40,776	
NETWORK WORLD		70,167	70,167	70,092	67,000
NEW JERSEY SUCCESS	2,174	32,944	35,118	35,811	39,918
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,597		13,597	13,367	13,147
NORTHWESTERN FINANCIAL REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
OIL AND GAS INVESTOR	4,610	625	5,235	5,164	4,702

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
THE OIL AND GAS JOURNAL	43,845		43,845	45,490	47,304
OPTICAL INDEX			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PACIFIC BUSINESS NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PACIFIC FISHING	9,744		9,744	9,340	8,561
PACKAGING DIGEST		106,244	106,244	104,788	99,949
THE PACKER	14,725		14,725	14,898	15,108
PALM BEACH REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PAPER SALES	8,057	4,673	12,730	12,836	12,836
PEDIATRICS	37,491	10,956	48,447	46,682	44,465
P.C. TODAY	10,370	705	11,075	16,371	
PERSONNEL JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PETROLEUM ENGINEER INTERNATIONAL	5,084	31,231	36,315	36,271	36,277
PHILADELPHIA BUSINESS JOURNAL	11,568		11,568	11,812	11,297
PHOTO DISTRICT NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PIPELINE & GAS JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PITTSBURGH BUSINESS TIMES-JOURNAL	8,360		8,360	8,545	9,002
PLASTICS ENGINEERING	27,295		27,295	26,673	23,238
PLAYTHINGS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
POLICE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
POOL & SPA NEWS	8,264	6,740	15,004	15,008	13,237
THE POULTRY TIMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
POWER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PROFESSIONAL BUILDER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
PROGRESSIVE ARCHITECTURE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
PROVIDENCE BUSINESS NEWS	1,476	19,616	21,092	22,311	21,753
PUBLIC RELATIONS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUBLIC UTILITIES FORTNIGHTLY	7,393		7,393	7,396	7,578
PUBLISHERS WEEKLY	36,517		36,517	36,255	36,435
PUGET SOUND BUSINESS JOURNAL	14,167		14,167	14,638	18,954
RAILWAY TRACK AND STRUCTURES	7,151		7,151	7,819	8,136
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,084	20,084	20,288	20,327
RSC REFRIGERATION SERVICE & CONTRACTING	34,276		34,276	33,461	30,164
RESTAURANTS & INSTITUTIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
RISK MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ROOFING/SIDING/INSULATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ROUGH NOTES	19,466		19,466	19,843	20,149
RUBBER WORLD	3,889	6,344	10,233	10,169	10,531
RURAL ELECTRIFICATION	30,897	941	31,838	29,504	
ST. LOUIS BUSINESS JOURNAL	17,139		17,139	17,770	18,294
SALES AND MARKETING MANAGEMENT	59,685		59,685	57,454	52,602
SAN ANTONIO BUSINESS JOURNAL	7,367		7,367	7,084	6,399
SAN DIEGO BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SAN JOSE BUSINESS JOURNAL SERVING SAN JOSE AND THE SANTA CLARA VALLEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SAVINGS INSTITUTIONS	25,098		25,098	25,120	26,468
SCHOLASTIC COACH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE SCHOOL ADMINISTRATOR	16,670		16,670	16,417	16,281
SCHOOL ARTS	19,565	2,309	21,874	21,070	21,375
SCHOOL BUSINESS AFFAIRS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCHOOL LIBRARY JOURNAL	41,222		41,222	40,189	40,489

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
SCREEN PRINTING MAGAZINE	11,507	1,493	13,000	12,251	12,597
SEA POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEAFOOD BUSINESS	1,776	13,956	15,732	15,364	14,922
SEED TRADE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEED WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SHIPPING DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SIGNS OF THE TIMES	16,832	1,554	18,386	17,884	17,770
SOUTH FLORIDA BUSINESS JOURNAL	7,101	8,999	16,100	16,335@	22,436@
THE STANDARD	4,843		4,843	4,870	4,941
SUPERMARKET NEWS	57,848		57,848	57,250	55,881
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TELEPHONY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TENNIS INDUSTRY MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TIRE BUSINESS	6,025	9,183	15,208	15,557	15,733
TOBACCO INTERNATIONAL	1,437	572	2,009	1,663	2,497
TOUR & TRAVEL NEWS		51,280	51,280	48,087	47,087
TRAFFIC WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRANSPORT TOPICS	28,563		28,563	28,907	29,295
THE TRAVEL AGENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL WEEKLY	44,860		44,860	43,040	43,281
UNDERWRITERS' REPORT	6,343		6,343	6,094	5,482
UNIX/WORLD	47,498		47,498	40,275	34,237
UPSCALE DISCOUNTING	388	12,578	12,966	12,888	12,900
VIDEOGRAPHY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
VISUAL MERCHANDISING + STORE DESIGN	12,521	2,121	14,642	12,674	12,575
WALLCOVERINGS	3,218	13,176	16,394	16,303	16,407
WASHINGTON BUSINESS JOURNAL	14,152	2,061	16,213	18,818	25,814
WJR (WASHINGTON JOURNALISM REVIEW)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WASHINGTON TECHNOLOGY	544	25,990	26,534	24,666	20,709
WATER & WASTES DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE WATERWAYS JOURNAL	5,848		5,848	5,986	6,064
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER	4,255		4,255	4,299	4,321
WESTERN OIL WORLD	2,872	2,776	5,648	5,418	5,236
WICHITA BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WILSON LIBRARY BULLETIN	12,698		12,698	12,936	13,342
WINES & VINES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WORLD OIL	2,561	35,128	37,689	37,747	38,009
WORLD TRADE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
<u>REFERENCE PERIODICALS</u>					
BUSINESS PUBLICATION RATES AND DATA	6,293		6,293	6,542	6,712
COMMUNITY PUBLICATION RATE AND DATA	1,771		1,771	1,854	1,844
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	5,327		5,327	5,516	5,684
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEWSPAPER RATES AND DATA	5,292		5,292	5,491	5,673
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT MEDIA EDITORIAL CALENDARS	1,119		1,119	1,234	
SPOT RADIO RATES AND DATA	3,634		3,634	3,751	3,948

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
SPOT TELEVISION RATES AND DATA	3,784		3,784	3,913	4,032
THOMAS REGISTER OF AMERICAN MANUFACTURERS AND THOMAS REGISTER CATALOG FILE 78TH (1988) EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
<u>CANADA</u>					
BUSINESS QUARTERLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CANADIAN TRAVEL PRESS WEEKLY		19,166	19,166	18,484	17,696
CANADIAN UNDERWRITER	7,984		7,984	8,021	7,940
FINANCE	32,357		32,357	37,153	39,094
INFORMATIQUE & BUREAUTIQUE	11,796	9,537	21,333	20,742	19,185
LES AFFAIRES	86,054		86,054	90,739	93,767
MUNICIPAL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
OM&S CANADA	6,012		6,012	6,098	6,207
REVUE COMMERCE	37,704		37,704	37,219	37,673
TOURISME +, LE JOURNAL DES VOYAGES	785	5,498	6,283	5,805	5,529
<u>FOREIGN</u>					
WORLD EXECUTIVE'S DIGEST	41,391	22,528	63,919	38,249	65,788



Audit Bureau
of Circulations

Farm Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/88	12/31/87
<u>U.S.</u>					
AGWEEK	24,098	952	25,050	25,129	
AMERICAN AGRICULTURIST	47,371	4,072	51,443	47,306	48,377
AMERICAN VEGETABLE GROWER	26,145	11,187	37,332	36,552	36,110
ARIZONA FARMER-STOCKMAN	3,067		3,067	3,016	3,091
BEEF TODAY		200,690	200,690	190,027	180,110
CALIFORNIA FARMER	51,036		51,036	51,319	51,975
THE CATTLEMAN	17,721	1,534	19,255	19,585	19,971
COLORADO RANCHER AND FARMER	12,070	2,634	14,704	12,641	13,420
DAIRY TODAY		112,547	112,547	109,446	105,911
DROVERS JOURNAL	28,562	30,353	58,915	59,969	54,412
FARM JOURNAL	575,663	260,807	836,470	826,365	838,138
THE FARMER	107,532	5,237	112,769	115,077	118,459
FARMWEEK	27,939		27,939	28,044	27,333
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,171	256	5,427	5,389	5,482
HBJ FARM PUBLICATIONS UNIT	571,605	35,503	607,108	590,833	
THE HIGH PLAINS JOURNAL	60,490	415	60,905	60,434	59,422
HUARD'S DAIRYMAN	135,718		135,718	140,234	143,665
HOGS TODAY		127,172	127,172	122,471	118,745
IDAHO FARMER-STOCKMAN	14,312		14,312	14,584	14,798
KANSAS FARMER	44,963	7,742	52,705	49,794	54,457
KENTUCKY FARMER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MICHIGAN FARMER	56,176	943	57,119	57,659	58,138
MISSOURI RURALIST	63,375	2,844	66,219	63,536	62,739
MONTANA FARMER-STOCKMAN	20,961		20,961	21,602	22,131

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AVERAGES FOR 6 MONTHS ENDED 12/31/88

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				6/30/88	12/31/87
THE NATIONAL FUTURE FARMER	402,159		402,159	406,334	414,249
NEBRASKA FARMER	45,588	3,553	49,141	46,930	48,337
THE OHIO FARMER	79,378	3,457	82,835	82,282	83,616
OKLAHOMA FARMER-STOCKMAN	47,987	4,352	52,339	51,162	52,996
OREGON FARMER STOCKMAN	15,124		15,124	15,568	16,028
PENNSYLVANIA FARMER	61,357	1,235	62,592	63,567	63,847
PRAIRIE FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROGRESSIVE FARMER	437,799	51,390	489,189	509,170	532,804
SUCCESSFUL FARMING	462,129	113,388	575,517	575,727	575,686
TEXAS FARMER-STOCKMAN	109,675	8,743	118,418	111,943	117,374
TOP PRODUCER		211,619	211,619	202,002	205,370
UTAH FARMER-STOCKMAN	6,089		6,089	6,295	6,429
WALLACES FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WASHINGTON FARMER-STOCKMAN	20,947		20,947	22,367	20,966
WESTERN FARMER-STOCKMAN MAGAZINES	80,500		80,500	83,432	83,443
WESTERN LIVESTOCK JOURNAL	19,585		19,585	20,691	20,640
WISCONSIN AGRICULTURIST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WYOMING STOCKMAN-FARMER	3,155	853	4,008	5,462	4,143
<u>CANADA</u>					
CATTLEMEN	37,240		37,240	38,765	39,045
COUNTRY GUIDE	196,867		196,867	213,722	217,338
COUNTRY LIFE IN BRITISH COLUMBIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAINNEWS	64,402		64,402	66,086	64,534
LA TERRE DE CHEZ NOUS	45,403		45,403	45,867	46,899
LE BULLETIN DES AGRICULTEURS	73,768		73,768	77,729	82,176
THE WESTERN PRODUCER	131,142		131,142	131,187	128,614

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	AGWEEK	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER- STOCKMAN
MAINE	1	1,990	572	3
NEW HAMPSHIRE		1,407	219	3
VERMONT	1	1,936	139	3
MASSACHUSETTS	4	2,474	884	10
RHODE ISLAND		345	132	2
CONNECTICUT	1	2,041	471	14
NEW ENGLAND	7	10,193	2,417	35
NEW YORK	22	29,570	2,391	31
NEW JERSEY	9	3,203	1,295	18
PENNSYLVANIA	6	4,218	2,245	52
MIDDLE ATLANTIC	37	36,991	5,931	101
OHIO	8		1,668	46
INDIANA	7		843	32
ILLINOIS	45		1,140	56
MICHIGAN	11		1,837	39
WISCONSIN	38		986	46
EAST NO. CENTRAL	109		6,474	219
MINNESOTA	8,827		790	70
IOWA	41		489	52
MISSOURI	31		566	30
NORTH DAKOTA	11,381		249	9
SOUTH DAKOTA	2,979		67	12
NEBRASKA	23		197	28
KANSAS	23		356	46
WEST NO. CENTRAL	23,305		2,714	247
DELAWARE	6		152	1
MARYLAND	4		589	5
DISTRICT OF COLUMBIA	27		44	2
VIRGINIA	10		716	14
WEST VIRGINIA	1		206	4
NORTH CAROLINA	2		854	19
SOUTH CAROLINA			314	12
GEORGIA	12		500	12
FLORIDA	17		1,456	7
SOUTH ATLANTIC	79		4,831	76
KENTUCKY			466	6
TENNESSEE	2		517	25
ALABAMA	1		310	18
MISSISSIPPI			194	5
EAST SO. CENTRAL	3		1,487	54
ARKANSAS	5		224	8
LOUISIANA			282	6
OKLAHOMA	3		272	22
TEXAS	27		1,098	62
WEST SO. CENTRAL	35		1,876	98
MONTANA	2,729		109	26
IDAHO	2		801	13
WYOMING	10		32	3
COLORADO	22		618	23
NEW MEXICO	3		229	107
ARIZONA	69		1,246	1,911
UTAH	3		157	13
NEVADA	2		67	13
MOUNTAIN	2,840		3,259	2,109
ALASKA	7		88	
WASHINGTON	13		676	30
OREGON	7		762	19
CALIFORNIA	42		5,727	340
HAWAII			244	3
PACIFIC	69		7,497	392
MISCELLANEOUS		720		
UNCLASSIFIED				
UNITED STATES	26,484	47,904	36,486	3,331
POSSESSIONS & OTHER AREAS			78	
U. S. & POSSESSIONS, ETC.	26,484	47,904	36,564	3,331
CANADA	242		957	2
FOREIGN	2	42	1,177	5
UNCLASSIFIED				52
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	26,728	47,946	38,698	3,390

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	BEEF TODAY	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER
MAINE	93			
NEW HAMPSHIRE	44		1	
VERMONT	90		2	
MASSACHUSETTS	75		2	
RHODE ISLAND	9			
CONNECTICUT	79		7	
NEW ENGLAND	390		12	
NEW YORK	897		14	
NEW JERSEY	117		9	
PENNSYLVANIA	1,960		8	
MIDDLE ATLANTIC	2,974		31	
OHIO	3,507		27	
INDIANA	4,263		33	
ILLINOIS	8,884		60	
MICHIGAN	2,084		30	
WISCONSIN	3,143		16	
EAST NO. CENTRAL	21,881		166	
MINNESOTA	6,416		23	
IOWA	18,222		24	
MISSOURI	13,804		92	
NORTH DAKOTA	7,768		6	
SOUTH DAKOTA	11,975		13	
NEBRASKA	17,652		31	91
KANSAS	16,299		84	313
WEST NO. CENTRAL	92,136		273	404
DELAWARE	43		1	
MARYLAND	397		13	
DISTRICT OF COLUMBIA	10		16	
VIRGINIA	3,799		32	
WEST VIRGINIA	1,039		1	
NORTH CAROLINA	2,260		31	
SOUTH CAROLINA	1,218		14	
GEORGIA	3,808		28	
FLORIDA	1,923		85	
SOUTH ATLANTIC	14,497		221	
KENTUCKY	5,041		14	
TENNESSEE	4,357		49	
ALABAMA	3,794		37	
MISSISSIPPI	2,614		44	
EAST SO. CENTRAL	15,806		144	
ARKANSAS	3,455		96	
LOUISIANA	1,672		154	
OKLAHOMA	10,260		916	
TEXAS	16,842		16,449	
WEST SO. CENTRAL	32,229		17,615	
MONTANA	6,897		16	
IDAHO	3,329		4	
WYOMING	2,471		22	255
COLORADO	5,299		62	17,065
NEW MEXICO	1,162		146	83
ARIZONA	510	447	75	
UTAH	1,384		11	
NEVADA	471	805	3	
MOUNTAIN	21,523	1,252	339	17,403
ALASKA	24	11	5	
WASHINGTON	2,112		18	
OREGON	2,375	267	11	
CALIFORNIA	3,093	49,463	71	
HAWAII	22	76	22	
PACIFIC	7,626	49,817	127	
MISCELLANEOUS				308
UNCLASSIFIED		832		
UNITED STATES	209,062	51,901	18,928	18,115
POSSESSIONS & OTHER AREAS		4	4	
U. S. & POSSESSIONS, ETC.	209,062	51,905	18,932	18,115
CANADA		13	41	
FOREIGN		44	410	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			5	
GRAND TOTAL	209,062	51,962	19,388	18,115

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	DAIRY TODAY	DROVERS JOURNAL	FARM JOURNAL	THE FARMER
MAINE	562	45	1,687	
NEW HAMPSHIRE	311	18	752	
VERMONT	1,740	46	2,205	
MASSACHUSETTS	446	58	1,382	
RHODE ISLAND	42	8	173	
CONNECTICUT	458	60	1,366	
NEW ENGLAND	3,559	235	7,565	
NEW YORK	10,083	518	18,201	
NEW JERSEY	408	73	2,338	
PENNSYLVANIA	9,565	643	25,730	
MIDDLE ATLANTIC	20,056	1,234	46,269	
OHIO	5,143	1,764	40,630	
INDIANA	2,575	1,914	40,150	
ILLINOIS	3,553	4,068	67,056	
MICHIGAN	5,150	877	26,292	
WISCONSIN	25,668	993	40,401	
EAST NO. CENTRAL	42,089	9,616	214,529	
MINNESOTA	12,852	1,924	54,527	68,359
IOWA	5,129	5,272	81,501	
MISSOURI	2,563	4,145	40,270	
NORTH DAKOTA	1,307	1,254	21,712	24,773
SOUTH DAKOTA	2,141	2,716	23,158	21,386
NEBRASKA	1,706	4,572	45,396	
KANSAS	1,534	3,068	40,006	
WEST NO. CENTRAL	27,232	22,951	306,570	114,518
DELAWARE	116	24	1,393	
MARYLAND	1,178	171	5,262	
DISTRICT OF COLUMBIA	1	45	66	
VIRGINIA	1,761	934	11,705	
WEST VIRGINIA	348	440	3,532	
NORTH CAROLINA	1,303	507	17,498	
SOUTH CAROLINA	375	355	5,594	
GEORGIA	787	813	12,687	
FLORIDA	375	653	5,019	
SOUTH ATLANTIC	6,244	3,942	62,756	
KENTUCKY	2,060	1,569	15,030	
TENNESSEE	1,801	1,292	15,179	
ALABAMA	385	728	9,198	
MISSISSIPPI	571	440	8,375	
EAST SO. CENTRAL	4,817	4,029	47,782	
ARKANSAS	530	944	11,796	
LOUISIANA	514	430	6,551	
OKLAHOMA	727	2,176	18,338	
TEXAS	1,371	3,812	35,809	
WEST SO. CENTRAL	3,142	7,362	72,494	
MONTANA	334	1,395	12,568	
IDAHO	1,251	979	10,027	
WYOMING	89	947	3,765	
COLORADO	571	1,810	12,179	
NEW MEXICO	108	632	2,447	
ARIZONA	142	393	2,071	
UTAH	803	745	3,226	
NEVADA	60	289	825	
MOUNTAIN	3,358	7,190	47,108	
ALASKA	21	21	154	
WASHINGTON	1,410	578	11,013	
OREGON	642	1,105	7,858	
CALIFORNIA	2,385	1,184	15,326	
HAWAII	10	29	107	
PACIFIC	4,468	2,917	34,458	
MISCELLANEOUS				
UNCLASSIFIED				1,527
UNITED STATES	114,965	59,476	839,531	116,045
POSSESSIONS & OTHER AREAS		14	13	
U. S. & POSSESSIONS, ETC.	114,965	59,490	839,544	116,045
CANADA		162	160	39
FOREIGN		17	220	1
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS		8	45	
GRAND TOTAL	114,965	59,677	839,969	116,085

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	FARMWEEK	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HBJ FARM PUBLICATIONS UNIT*	THE HIGH PLAINS JOURNAL
MAINE	7			5
NEW HAMPSHIRE	4			2
VERMONT	2	1		1
MASSACHUSETTS	16	4		7
RHODE ISLAND	2			
CONNECTICUT	15			12
NEW ENGLAND	46	5		27
NEW YORK	61	4		42
NEW JERSEY	9	6		14
PENNSYLVANIA	86	8		43
MIDDLE ATLANTIC	156	18		99
OHIO	5,286	7		68
INDIANA	18,745	4		64
ILLINOIS	420	13		161
MICHIGAN	214	4		34
WISCONSIN	38	6		59
EAST NO. CENTRAL	24,703	34		386
MINNESOTA	49	1		157
IOWA	52	4		826
MISSOURI	32	20		4,001
NORTH DAKOTA	11			199
SOUTH DAKOTA	23			669
NEBRASKA	18	6		9,668
KANSAS	21	5		23,150
WEST NO. CENTRAL	206	36		38,670
DELAWARE				8
MARYLAND	11	6		19
DISTRICT OF COLUMBIA	2	8		9
VIRGINIA	45	20		65
WEST VIRGINIA	71	1		6
NORTH CAROLINA	38	9		33
SOUTH CAROLINA	8	12		11
GEORGIA	20	96		23
FLORIDA	80	5,212		40
SOUTH ATLANTIC	275	5,364		214
KENTUCKY	2,292	4		29
TENNESSEE	484	15		46
ALABAMA	31	32		26
MISSISSIPPI	15	7		44
EAST SO. CENTRAL	2,822	58		145
ARKANSAS	6	2		197
LOUISIANA	10	7		40
OKLAHOMA	11	6		8,633
TEXAS	36	24		5,404
WEST SO. CENTRAL	63	39		14,274
MONTANA	6			154
IDAHO	2	1		81
WYOMING	4	2		347
COLORADO	14	10		6,204
NEW MEXICO	2	1		621
ARIZONA	8	5		115
UTAH	3	2		50
NEVADA	1	2		30
MOUNTAIN	40	23		7,602
ALASKA	1			10
WASHINGTON	9			59
OREGON	4	1		59
CALIFORNIA	26	7		207
HAWAII	1	3		2
PACIFIC	41	11		337
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	28,352	5,588		61,754
POSSESSIONS & OTHER AREAS		11		
U. S. & POSSESSIONS, ETC.	28,352	5,599		61,754
CANADA		7		53
FOREIGN		26		20
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS				
GRAND TOTAL	28,352	5,632		61,827

* See Individual Publications.

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	HOARD'S DAIRYMAN	HOGS TODAY	IDAHO FARMER- STOCKMAN	KANSAS FARMER
MAINE	774	32	1	
NEW HAMPSHIRE	571	13		
VERMONT	2,198	45		
MASSACHUSETTS	905	53	1	
RHODE ISLAND	95	4		
CONNECTICUT	840	38		
NEW ENGLAND	5,383	185	2	
NEW YORK	11,807	432	5	
NEW JERSEY	606	92	2	
PENNSYLVANIA	10,371	1,879	2	
MIDDLE ATLANTIC	22,784	2,403	9	
OHIO	6,647	5,797	4	
INDIANA	3,540	9,714	2	
ILLINOIS	3,822	14,090	6	
MICHIGAN	5,600	2,639	3	
WISCONSIN	23,170	3,798	7	
EAST NO. CENTRAL	42,779	36,038	22	
MINNESOTA	11,528	12,171	8	
IOWA	4,807	33,226	3	
MISSOURI	3,917	7,747	2	
NORTH DAKOTA	874	1,044	4	
SOUTH DAKOTA	1,272	5,450	2	
NEBRASKA	1,620	10,575	1	
KANSAS	2,251	4,125	4	55,605
WEST NO. CENTRAL	26,269	74,338	24	55,605
DELAWARE	142	108		
MARYLAND	1,691	355	2	
DISTRICT OF COLUMBIA	63	4	1	
VIRGINIA	2,113	817	2	
WEST VIRGINIA	444	135		
NORTH CAROLINA	1,373	2,097	1	
SOUTH CAROLINA	446	668		
GEORGIA	1,001	1,884	2	
FLORIDA	922	389	4	
SOUTH ATLANTIC	8,195	6,457	12	
KENTUCKY	3,579	1,710		
TENNESSEE	2,543	1,675	3	
ALABAMA	479	759	1	
MISSISSIPPI	805	344	1	
EAST SO. CENTRAL	7,406	4,488	5	
ARKANSAS	1,251	395	1	
LOUISIANA	634	110	1	
OKLAHOMA	1,342	504	1	
TEXAS	2,875	978	10	
WEST SO. CENTRAL	6,102	1,987	13	
MONTANA	275	574	129	
IDAHO	827	281	13,454	
WYOMING	101	109	47	
COLORADO	627	675	11	
NEW MEXICO	221	55	2	
ARIZONA	283	126	19	
UTAH	491	87	114	
NEVADA	93	31	83	
MOUNTAIN	2,918	1,938	13,859	
ALASKA	70	8	10	
WASHINGTON	1,883	239	128	
OREGON	810	225	184	
CALIFORNIA	2,777	550	67	
HAWAII	38	21	1	
PACIFIC	5,578	1,043	390	
MISCELLANEOUS				929
UNCLASSIFIED				
UNITED STATES	127,414	128,877	14,336	56,534
POSSESSIONS & OTHER AREAS	202			
U. S. & POSSESSIONS, ETC.	127,616	128,877	14,336	56,534
CANADA	5,183		4	
FOREIGN	2,162			
UNCLASSIFIED			2	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	72			
GRAND TOTAL	135,033	128,877	14,342	56,534

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	THE KENTUCKY FARMER*	MICHIGAN FARMER	MISSOURI RURALIST	MONTANA FARMER- STOCKMAN
MAINE				3
NEW HAMPSHIRE				1
VERMONT				1
MASSACHUSETTS				5
RHODE ISLAND				10
CONNECTICUT				7
NEW ENGLAND				5
NEW YORK				3
NEW JERSEY				15
PENNSYLVANIA				6
MIDDLE ATLANTIC				7
OHIO				14
INDIANA				4
ILLINOIS		57,347		9
MICHIGAN				40
WISCONSIN		57,347		30
EAST NO. CENTRAL				14
MINNESOTA				10
IOWA			68,329	90
MISSOURI				58
NORTH DAKOTA				15
SOUTH DAKOTA				13
NEBRASKA				230
KANSAS			68,329	3
WEST NO. CENTRAL				1
DELAWARE				2
MARYLAND				7
DISTRICT OF COLUMBIA				1
VIRGINIA				5
WEST VIRGINIA				8
NORTH CAROLINA				27
SOUTH CAROLINA				2
GEORGIA				5
FLORIDA				2
SOUTH ATLANTIC				2
KENTUCKY				5
TENNESSEE				9
ALABAMA				1
MISSISSIPPI				1
EAST SO. CENTRAL				9
ARKANSAS				1
LOUISIANA				9
OKLAHOMA				15
TEXAS				26
WEST SO. CENTRAL				18,623
MONTANA				96
IDAHO				1,450
WYOMING				28
COLORADO				6
NEW MEXICO				40
ARIZONA				16
UTAH				24
NEVADA				20,283
MOUNTAIN				13
ALASKA				186
WASHINGTON				72
OREGON				48
CALIFORNIA				1
HAWAII				320
PACIFIC				
MISCELLANEOUS	652		1,022	
UNCLASSIFIED				
UNITED STATES	57,999		69,351	20,960
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	57,999		69,351	20,960
CANADA				17
FOREIGN				
UNCLASSIFIED				1
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS				
GRAND TOTAL	57,999		69,351	20,978

* Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	THE NATIONAL FUTURE FARMER	NEBRASKA FARMER	THE OHIO FARMER	OKLAHOMA FARMER- STOCKMAN
MAINE	272			
NEW HAMPSHIRE	774			
VERMONT	575			
MASSACHUSETTS	1,009			
RHODE ISLAND	225			
CONNECTICUT	1,566			
NEW ENGLAND	4,421			
NEW YORK	5,047			
NEW JERSEY	1,753			
PENNSYLVANIA	9,528			
MIDDLE ATLANTIC	16,328			
OHIO	20,648		85,566	
INDIANA	9,252			
ILLINOIS	12,378			
MICHIGAN	6,869			
WISCONSIN	17,696			
EAST NO. CENTRAL	66,843		85,566	
MINNESOTA	10,729			
IOWA	11,507	163		
MISSOURI	15,765			
NORTH DAKOTA	5,312			
SOUTH DAKOTA	3,253	123		
NEBRASKA	6,084	51,408		
KANSAS	1,452	328		
WEST NO. CENTRAL	54,102	52,022		
DELAWARE	889			
MARYLAND	2,070			
DISTRICT OF COLUMBIA	206			
VIRGINIA	13,784			
WEST VIRGINIA	3,597			
NORTH CAROLINA	14,404			
SOUTH CAROLINA	4,448			
GEORGIA	11,614			
FLORIDA	11,510			
SOUTH ATLANTIC	62,522			
KENTUCKY	10,531			
TENNESSEE	12,164			
ALABAMA	21,485			
MISSISSIPPI	7,131			
EAST SO. CENTRAL	51,311			
ARKANSAS	12,504			147
LOUISIANA	9,538			
OKLAHOMA	17,295			54,341
TEXAS	47,251			
WEST SO. CENTRAL	86,588			54,488
MONTANA	1,797			
IDAHO	3,028			
WYOMING	1,333	66		
COLORADO	3,423	511		
NEW MEXICO	2,985			
ARIZONA	2,759			
UTAH	2,209			
NEVADA	531			
MOUNTAIN	18,065	577		
ALASKA	146			
WASHINGTON	5,891			
OREGON	3,349			
CALIFORNIA	24,368			
HAWAII	499			
PACIFIC	34,253			
MISCELLANEOUS		511	1,222	1,284
UNCLASSIFIED				
UNITED STATES	394,433	53,110	86,788	55,772
POSSESSIONS & OTHER AREAS	1,798			
U. S. & POSSESSIONS, ETC.	396,231	53,110	86,788	55,772
CANADA	8			
FOREIGN	38			
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS				
GRAND TOTAL	396,277	53,110	86,788	55,772

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	OREGON FARMER- STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER *	PROGRESSIVE FARMER
MAINE	1			
NEW HAMPSHIRE	1			
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT	1			
NEW ENGLAND	3			
NEW YORK	9			
NEW JERSEY	3	2,536		
PENNSYLVANIA	1	50,610		
MIDDLE ATLANTIC	13	53,146		
OHIO	1			6,812
INDIANA	1			6,194
ILLINOIS	4			8,354
MICHIGAN				598
WISCONSIN	6			617
EAST NO. CENTRAL	12			22,575
MINNESOTA	7			383
IOWA	3			3,878
MISSOURI	4			18,593
NORTH DAKOTA	5			
SOUTH DAKOTA				
NEBRASKA	3			574
KANSAS	4			8,328
WEST NO. CENTRAL	26			31,756
DELAWARE		793		1,480
MARYLAND	1	5,461		7,267
DISTRICT OF COLUMBIA				59
VIRGINIA	3			26,416
WEST VIRGINIA	1	3,296		7,996
NORTH CAROLINA	3			43,681
SOUTH CAROLINA				15,943
GEORGIA	4			30,873
FLORIDA	1			16,911
SOUTH ATLANTIC	13	9,550		150,626
KENTUCKY				27,903
TENNESSEE	1			35,409
ALABAMA	4			31,712
MISSISSIPPI				28,338
EAST SO. CENTRAL	5			123,362
ARKANSAS	1			26,619
LOUISIANA				20,571
OKLAHOMA	2			26,319
TEXAS	11			94,025
WEST SO. CENTRAL	14			167,534
MONTANA	37			
IDAHO	59			
WYOMING	5			
COLORADO	7			589
NEW MEXICO	3			2,631
ARIZONA	9			1,604
UTAH	6			
NEVADA	55			
MOUNTAIN	181			4,824
ALASKA	17			39
WASHINGTON	153			
OREGON	14,668			
CALIFORNIA	91			815
HAWAII				11
PACIFIC	14,929			865
MISCELLANEOUS		726		967
UNCLASSIFIED				
UNITED STATES	15,196	63,422		502,509
POSSESSIONS & OTHER AREAS				6
U. S. & POSSESSIONS, ETC.	15,196	63,422		502,515
CANADA	2			41
FOREIGN				198
UNCLASSIFIED	1			
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS				81
GRAND TOTAL	15,199	63,422		502,835

* Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	SUCCESSFUL FARMING	TEXAS FARMER- STOCKMAN	TOP PRODUCER	UTAH FARMER- STOCKMAN	WALLACES FARMER *
MAINE	195		84		
NEW HAMPSHIRE	112		37		
VERMONT	373		153		
MASSACHUSETTS	277		52		
RHODE ISLAND	31		8		
CONNECTICUT	271		102		
NEW ENGLAND	1,259		436		
NEW YORK	8,534		2,294	3	
NEW JERSEY	667		259	2	
PENNSYLVANIA	10,317		1,857	1	
MIDDLE ATLANTIC	19,518		4,410	6	
OHIO	26,666		7,874		
INDIANA	32,682		11,602		
ILLINOIS	60,922		23,430	3	
MICHIGAN	18,528		5,430		
WISCONSIN	29,337		4,964	2	
EAST NO. CENTRAL	168,135		53,300	5	
MINNESOTA	47,401		13,800	3	
IOWA	55,945		22,761	1	
MISSOURI	29,514		9,779	2	
NORTH DAKOTA	23,015		9,749		
SOUTH DAKOTA	22,698		10,587		
NEBRASKA	30,064		17,287	2	
KANSAS	26,122		14,538	1	
WEST NO. CENTRAL	234,759		98,501	9	
DELAWARE	858		361		
MARYLAND	2,362		947	2	
DISTRICT OF COLUMBIA	58		5		
VIRGINIA	4,225		1,519		
WEST VIRGINIA	371		154	1	
NORTH CAROLINA	11,093		2,822	1	
SOUTH CAROLINA	5,896		1,300	1	
GEORGIA	13,041		2,397	2	
FLORIDA	3,675		686		
SOUTH ATLANTIC	41,579		10,191	7	
KENTUCKY	7,669		2,457	2	
TENNESSEE	10,572		2,365		
ALABAMA	8,873		1,467		
MISSISSIPPI	7,378		2,509		
EAST SO. CENTRAL	34,492		8,798	2	
ARKANSAS	9,085		3,922		
LOUISIANA	4,619	75	2,043	4	
OKLAHOMA	6,292		5,850	2	
TEXAS	25,195	124,059	10,129	5	
WEST SO. CENTRAL	45,191	124,134	21,944	11	
MONTANA	6,954		4,830	12	
IDAHO	3,584		2,399	15	
WYOMING	2,281		1,018	150	
COLORADO	7,097		3,863	11	
NEW MEXICO	542	1,283	583	3	
ARIZONA	702		352	14	
UTAH	518		581	5,684	
NEVADA	195		214	126	
MOUNTAIN	21,873	1,283	13,840	6,015	
ALASKA	101		18	2	
WASHINGTON	3,606		2,221	13	
OREGON	3,092		1,295	3	
CALIFORNIA	2,048		2,456	34	
HAWAII	70		6		
PACIFIC	8,917		5,996	52	
MISCELLANEOUS		981			
UNCLASSIFIED					
UNITED STATES	575,723	126,398	217,416	6,107	
POSSESSIONS & OTHER AREAS	6				
U. S. & POSSESSIONS, ETC.	575,729	126,398	217,416	6,107	
CANADA	353			2	
FOREIGN	313				
UNCLASSIFIED				1	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	52				
GRAND TOTAL	576,447	126,398	217,416	6,110	

* Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	WASHINGTON FARMER- STOCKMAN	WESTERN FARMER- STOCKMAN MAGAZINES	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST*	WYOMING STOCKMAN- FARMER
MAINE		8	8		
NEW HAMPSHIRE	2	6	7		
VERMONT		4	3		
MASSACHUSETTS		12	13		
RHODE ISLAND	1	3			
CONNECTICUT	2	22	13		
NEW ENGLAND	5	55	44		
NEW YORK	2	57	40		
NEW JERSEY	3	33	16		
PENNSYLVANIA	2	61	46		
MIDDLE ATLANTIC	7	151	102		
OHIO	2	59	76		
INDIANA		42	77		
ILLINOIS	9	92	186		
MICHIGAN		46	47		
WISCONSIN	3	73	55		
EAST NO. CENTRAL	14	312	441		
MINNESOTA	6	124	157		
IOWA	6	79	285		
MISSOURI	7	55	277		
NORTH DAKOTA	2	110	222		
SOUTH DAKOTA	2	74	344		29
NEBRASKA	6	55	740		52
KANSAS	2	70	730		
WEST NO. CENTRAL	31	567	2,755		81
DELAWARE		1	2		
MARYLAND	2	15	17		
DISTRICT OF COLUMBIA	2	6	9		
VIRGINIA	4	25	34		
WEST VIRGINIA	1	7	7		
NORTH CAROLINA	2	33	42		
SOUTH CAROLINA		14	11		
GEORGIA		25	36		
FLORIDA	3	23	62		
SOUTH ATLANTIC	14	149	220		
KENTUCKY		10	43		
TENNESSEE	3	34	70		
ALABAMA		28	58		
MISSISSIPPI		6	27		
EAST SO. CENTRAL	3	78	198		
ARKANSAS		11	97		
LOUISIANA	1	13	60		
OKLAHOMA	3	39	765		
TEXAS	7	110	1,234		
WEST SO. CENTRAL	11	173	2,156		
MONTANA	86	18,913	666		7
IDAHO	129	13,766	803		3
WYOMING	7	1,662	600		2,996
COLORADO	5	85	1,358		71
NEW MEXICO		121	343		
ARIZONA	20	2,013	583		
UTAH	14	5,847	520		9
NEVADA	9	310	758		
MOUNTAIN	270	42,717	5,631		3,086
ALASKA	14	56	14		
WASHINGTON	20,434	20,944	767		
OREGON	110	15,056	1,765		
CALIFORNIA	53	633	6,037		
HAWAII	1	6	27		
PACIFIC	20,612	36,695	8,610		
MISCELLANEOUS					
UNCLASSIFIED	36	93			71
UNITED STATES	21,003	80,990	20,157		3,238
POSSESSIONS & OTHER AREAS					
U. S. & POSSESSIONS, ETC.	21,003	80,990	20,157		3,238
CANADA	7	34	188		
FOREIGN	2	7	17		
UNCLASSIFIED					
MILITARY OR CIVILIAN					
PERSONNEL OVERSEAS					
GRAND TOTAL	21,012	81,031	20,362		3,238

*Publisher's Statement Not Filed By Press Time

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET- NORTH	CORN MARKET- SOUTH	WHEAT MARKET
MAINE	1,687	1,687		
NEW HAMPSHIRE	752	752		
VERMONT	2,205	2,205		
MASSACHUSETTS	1,382	1,382		
RHODE ISLAND	173	173		
CONNECTICUT	1,366	1,366		
NEW ENGLAND	7,565	7,565		
NEW YORK	18,201	18,201		
NEW JERSEY	2,338	2,338		
PENNSYLVANIA	25,730	25,730		
MIDDLE ATLANTIC	46,269	46,269		
OHIO	40,630	40,630		
INDIANA	40,150	40,150		
ILLINOIS	67,056	67,056		
MICHIGAN	26,292	26,292		
WISCONSIN	40,401	40,401		
EAST NO. CENTRAL	214,529	214,529		
MINNESOTA	54,527	54,527		54,527
IOWA	81,501	81,501		
MISSOURI	40,270	40,270		
NORTH DAKOTA	21,712	21,712		21,712
SOUTH DAKOTA	23,158	23,158		23,158
NEBRASKA	45,396	45,396		45,396
KANSAS	40,006	40,006		40,006
WEST NO. CENTRAL	306,570	306,570		184,799
DELAWARE	1,393	1,393		
MARYLAND	5,262	5,262		
DISTRICT OF COLUMBIA	66	66		
VIRGINIA	11,705		11,705	
WEST VIRGINIA	3,532		3,532	
NORTH CAROLINA	17,498		17,498	
SOUTH CAROLINA	5,594		5,594	
GEORGIA	12,687		12,687	
FLORIDA	5,019		5,019	
SOUTH ATLANTIC	62,756	6,721	56,035	
KENTUCKY	15,030		15,030	
TENNESSEE	15,179		15,179	
ALABAMA	9,198		9,198	
MISSISSIPPI				
EAST SO. CENTRAL	39,407		39,407	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,338
TEXAS				35,809
WEST SO. CENTRAL				54,147
MONTANA				12,568
IDAHO				10,027
WYOMING				3,765
COLORADO	12,179	12,179		12,179
NEW MEXICO				2,447
ARIZONA				
UTAH				3,226
NEVADA				
MOUNTAIN	12,179	12,179		44,212
ALASKA				154
WASHINGTON				11,013
OREGON				7,858
CALIFORNIA				
HAWAII				
PACIFIC				19,025
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	689,275	593,833	95,442	302,183
POSSESSIONS & OTHER AREAS	13	13		13
U. S. & POSSESSIONS, ETC.	689,288	593,846	95,442	302,196
CANADA	160	160		160
FOREIGN	220	220		220
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS	45	45		45
GRAND TOTAL	689,713	594,271	95,442	302,621

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET- NORTH	SOYBEAN MARKET- SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,338		2,338	
PENNSYLVANIA				
MIDDLE ATLANTIC	2,338		2,338	
OHIO	40,630	40,630		
INDIANA	40,150	40,150		
ILLINOIS	67,056	67,056		
MICHIGAN	26,292	26,292		
WISCONSIN				
EAST NO. CENTRAL	174,128	174,128		
MINNESOTA	54,527	54,527		
IOWA	81,501	81,501		
MISSOURI	40,270	40,270		40,270
NORTH DAKOTA	21,712	21,712		21,712
SOUTH DAKOTA	23,158	23,158		23,158
NEBRASKA	45,396	45,396		45,396
KANSAS	40,006	40,006		40,006
WEST NO. CENTRAL	306,570	306,570		170,542
DELAWARE	1,393		1,393	
MARYLAND	5,262		5,262	
DISTRICT OF COLUMBIA	66		66	
VIRGINIA	11,705		11,705	
WEST VIRGINIA	3,532		3,532	
NORTH CAROLINA	17,498		17,498	
SOUTH CAROLINA	5,594		5,594	
GEORGIA	12,687		12,687	
FLORIDA	5,019		5,019	
SOUTH ATLANTIC	62,756		62,756	
KENTUCKY	15,030		15,030	
TENNESSEE	15,179		15,179	
ALABAMA	9,198		9,198	
MISSISSIPPI	8,375		8,375	8,375
EAST SO. CENTRAL	47,782		47,782	8,375
ARKANSAS	11,796		11,796	11,796
LOUISIANA	6,551		6,551	6,551
OKLAHOMA				18,338
TEXAS				35,809
WEST SO. CENTRAL	18,347		18,347	72,494
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,179
NEW MEXICO				2,447
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				14,626
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	611,921	480,698	131,223	266,037
POSSESSIONS & OTHER AREAS	13	13		
U. S. & POSSESSIONS, ETC.	611,934	480,711	131,223	266,037
CANADA	160	160		
FOREIGN	220	220		
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS	45	45		
GRAND TOTAL	612,359	481,136	131,223	266,037

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	HOG	SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT	
		PAID BEEF	DAIRY
MAINE	44	77	70
NEW HAMPSHIRE	39	51	54
VERMONT	38	89	273
MASSACHUSETTS	69	106	128
RHODE ISLAND	10	15	8
CONNECTICUT	65	98	112
NEW ENGLAND	265	436	645
NEW YORK	1,616	3,216	5,360
NEW JERSEY	151	216	196
PENNSYLVANIA	3,380	6,794	5,651
MIDDLE ATLANTIC	5,147	10,226	11,207
OHIO	9,755	12,913	6,330
INDIANA	13,619	14,979	4,795
ILLINOIS	25,013	31,469	9,372
MICHIGAN	5,200	8,096	5,521
WISCONSIN	9,980	20,463	21,713
EAST NO. CENTRAL	63,567	87,920	47,731
MINNESOTA	22,805	26,241	18,716
IOWA	35,901	35,001	9,302
MISSOURI	15,909	23,668	7,815
NORTH DAKOTA	3,989	11,064	3,014
SOUTH DAKOTA	12,612	16,718	8,399
NEBRASKA	13,306	20,382	3,289
KANSAS	15,437	21,432	8,716
WEST NO. CENTRAL	119,959	154,506	59,251
DELAWARE	41	45	33
MARYLAND	103	145	111
DISTRICT OF COLUMBIA	17	21	15
VIRGINIA	209	291	176
WEST VIRGINIA	48	68	44
NORTH CAROLINA	194	222	138
SOUTH CAROLINA	74	95	58
GEORGIA	154	200	103
FLORIDA	233	301	191
SOUTH ATLANTIC	1,073	1,388	869
KENTUCKY	294	433	204
TENNESSEE	303	419	220
ALABAMA	125	196	94
MISSISSIPPI	86	109	67
EAST SO. CENTRAL	808	1,157	585
ARKANSAS	167	234	134
LOUISIANA	68	96	60
OKLAHOMA	240	576	223
TEXAS	572	900	490
WEST SO. CENTRAL	1,047	1,806	907
MONTANA	2,011	4,769	1,128
IDAHO	1,264	2,580	1,115
WYOMING	622	1,786	488
COLORADO	2,042	4,913	1,227
NEW MEXICO	69	143	52
ARIZONA	225	329	139
UTAH	126	308	139
NEVADA	44	107	37
MOUNTAIN	6,403	14,935	4,325
ALASKA	33	53	30
WASHINGTON	647	1,819	627
OREGON	734	1,822	594
CALIFORNIA	565	919	485
HAWAII	31	31	19
PACIFIC	2,010	4,644	1,755
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	200,279	277,018	127,275
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	200,279	277,018	127,275
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN			
PERSONNEL OVERSEAS			
GRAND TOTAL	200,279	277,018	127,275

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	SUCCESSFUL FARMING LIVESTOCK EDITIONS NON-PAID		
	HOG	BEEF	DAIRY
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE	120	521	43
MARYLAND	335	1,262	294
DISTRICT OF COLUMBIA			
VIRGINIA	889	2,946	449
WEST VIRGINIA	62	194	54
NORTH CAROLINA	1,685	7,883	367
SOUTH CAROLINA	901	4,468	237
GEORGIA	2,128	9,774	374
FLORIDA	361	2,127	35
SOUTH ATLANTIC	6,481	29,175	1,853
KENTUCKY	1,131	4,740	432
TENNESSEE	1,954	7,004	630
ALABAMA	1,451	6,418	363
MISSISSIPPI	661	5,425	145
EAST SO. CENTRAL	5,197	23,587	1,570
ARKANSAS	1,005	5,802	58
LOUISIANA	438	3,571	35
OKLAHOMA	810	4,624	62
TEXAS	3,077	17,535	208
WEST SO. CENTRAL	5,330	31,532	363
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO		290	
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN		290	
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII			
PACIFIC			
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	17,008	84,584	3,786
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	17,008	84,584	3,786
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN			
PERSONNEL OVERSEAS			
GRAND TOTAL	17,008	84,584	3,786

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	CATTLEMEN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
			HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	33	311	18	42	
NOVA SCOTIA	510	4,158	227	545	
PRINCE EDWARD ISLAND	200	1,960	362	418	
NEW BRUNSWICK	697	5,048	241	539	
QUEBEC	1,013	4,026	244	721	4,026
ONTARIO	13,147	56,789	10,556	11,212	56,789
MANITOBA	3,223	22,265	2,679	2,221	
SASKATCHEWAN	6,104	42,155	3,616	2,890	
ALBERTA	10,668	43,462	5,275	4,123	
BRITISH COLUMBIA	2,114	9,101	509	920	
NORTHWEST TERRITORIES	10	81	1		
YUKON TERRITORY	7	82	1	1	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	37,726	189,438	23,729	23,632	60,815
BRITISH COMMONWEALTH	3	17	2	2	
UNITED STATES	101	117	30	26	
FOREIGN	38	80	17	21	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	37,868	189,652	23,778	23,681	60,815

	COUNTRY LIFE IN BRITISH COLUMBIA *	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	THE WESTERN PRODUCER
NEWFOUNDLAND		6	1	2	11
NOVA SCOTIA		39	2	3	105
PRINCE EDWARD ISLAND		39	3	2	42
NEW BRUNSWICK		26	284	1 619	108
QUEBEC		90	44,517	69,667	164
ONTARIO		974	578	1,967	2,267
MANITOBA		11,963	18	8	13,420
SASKATCHEWAN		28,095	5	9	70,100
ALBERTA		20,901	18	35	33,063
BRITISH COLUMBIA		1,568	4	7	11,359
NORTHWEST TERRITORIES		13		1	66
YUKON TERRITORY		13			106
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA		63,727	45,430	73,320	130,811
BRITISH COMMONWEALTH					20
UNITED STATES		607	14	2	127
FOREIGN		194	59	24	20
UNCLASSIFIED					
MILITARY OR CIVILIAN					
PERSONNEL OVERSEAS					
GRAND TOTAL		64,528	45,503	73,346	130,978

* Publisher's Statement Not Filed By Press Time.



Audit Bureau
of Circulations



Religious Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/88			AVERAGES FOR 6 MOS. ENDED 12/31/87		% OF INCREASE OR DECREASE
	SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TOTAL PAID		
<u>U.S.</u>						
CATHOLIC NEW YORK	131,406		131,406#	129,102		+1.8
JEWISH EXPONENT	51,614	18	51,632	50,316		+2.6
THE JEWISH NEWS	23,310		23,310	22,755		+2.4
THE JEWISH WEEK	87,569	876	88,445	86,001		+2.8
THE LONG ISLAND CATHOLIC	132,992		132,992#	135,035		-1.5
THE TABLET	77,303	20,848	98,151#	97,128		+1.1

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